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MANUFACTURING
SPECIALTY

THE ROTARIAN

Chesley R. Perry, Managing Editor

Vol. VI MAY, 1915 No. 5

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Send for Illustrated Catalogue.

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For every Rotarian to be represented in the advertising columns of THE ROTARIAN at a nominal cost.

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FIFTY CENTS PER LINE

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No ads accepted for less than three lines, nor less than six issues.

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An inter-city trade directory constantly in the hands of every Rotarian.

Send in your order and copy NOW for the JUNE number.

Headings provided for each distinctive business without charge.

THE ROTARIAN, 910 Michigan Avenue, Chicago.

A Tip From An Old Rotarian

Help, then, thine brother's boat across,

And, lo! thine own hath touched the shore.

—Persian



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THE ROTARIAN aims to make available to the largest possible number of persons, the ideals and the practical experiences of the wide-awake, progressive business and professional men who make up the membership of Rotary Clubs. To this end articles from any issue may be reprinted in whole or in part in other publications. It is requested only that proper mention be made of THE ROTARIAN as the source of the information. Wherever possible, photographs or plates for illustrations will be lent upon request. Articles copyrighted by their authors are so indicated. All other matter is free to those who may wish to use it.

What Do You Suppose George Will Tell Them To Read In This Issue?

Just as soon as you receive the April number of THE ROTARIAN get busy and read the many timely articles which are in this number. There are articles in there that are of interest to every Rotarian, and especially the Indianapolis Club as a whole. Charles Henry Mackintosh's article on page 37 is one of the first ones you want to read, and there are two other good articles on Pages 51 and

53 concerning the convention at San Francisco. I have not room here to go on further as to the excellence of this number. It is up to you to read the magazine from cover to cover and digest the fine material that is gracing the pages of the April number of THE ROTARIAN.

—GEORGE B. WRAY, Secretary Indianapolis Rotary Club.



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LINCOLN, NEB.

ROTARY HOTEL

UP-TO-DATE in every Particular

223 Rooms
160 Baths

All Rooms Have
HOT-COLD and
CIRCULATING
ICE WATER

EUROPEAN
\$1.00 to \$3.50

Cafe and Lunch
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F. J. Richards, Mgr.

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This name on
a box of candy
is a Quality Pledge

He Makes

High Grade Chocolates the "GILLEN" Way. In their Originality and Flavor there is a Distinctive Difference from others.

Send GILLEN 1, 2 or 3 Dollars

and he will forward to you or to any address in the U. S. A., all charges paid, one or more packages of his Favorite Sweets. Address



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Member Lincoln
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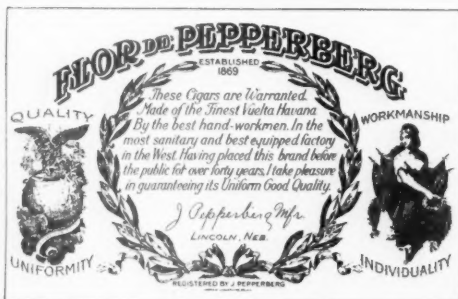
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Clocks, Fine
Jewelry and
Optical Merchandise

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LINCOLN, NEB.



PEPPERBERG SEGAR COMPANY, Lincoln, Neb.

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Let us send
you a sample!



DO YOU KNOW?

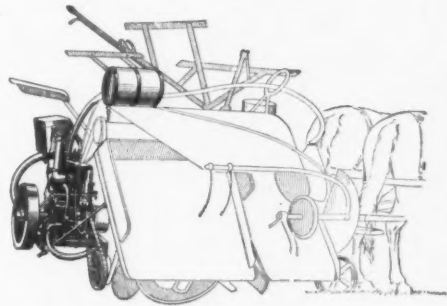
The World's Lightest Gas Engine—the CUSHMAN

SAVES A TEAM on a number of farm machines

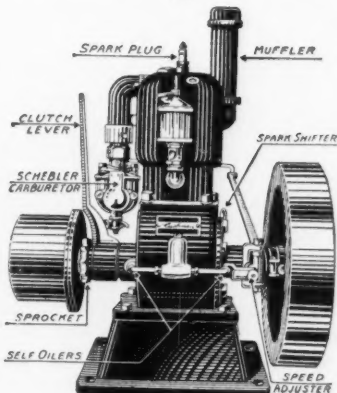
The 4-H. P. Cushman on a Binder

The engine does the work—operating all the machinery—the horses merely pull it.

Attachments for any binder



After Harvest the Same 4-H. P. Engine Does All Purpose Work



4 H. P. Weighs 190 Lbs.

Cushman Engines

are 4 cycle, water cooled. Built in sizes 4 to 20 H. P. One and two cylinders for all Power Work.

Not cheap but cheap in the long run.

BUILT LIGHT—BUILT RIGHT

Cushman's will do all the work ordinary engines can do and some work other engines cannot do.

40-Page Illustrated Catalog—FREE.

See Rotary group picture of our modern factory, page 40.

CUSHMAN MOTOR WORKS

885 N. 21st Street

-:-

LINCOLN, NEB.





EDW. J. WALT

THE MUSIC MAN

ROTARY MEMBER

1215 O St., LINCOLN, NEB.

VICTROLAS PIANOS MUSIC

Burroughs Cafe

"It Serves You Right"

Lincoln's leading place of quality and service.

Business men's headquarters and a place that strangers and visitors will enjoy.

A cafe conducted along the most modern and satisfactory lines.



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Proprietor

LINCOLN'S Rotary Drug Store

*PRESCRIPTIONS
OUR SPECIALTY*



MEIER'S DRUG STORE

13th and O Sts.

The Lee Broom

THE BROOM OF HIGH QUALITY.



Lee Broom & Duster Co.

Largest and Highest Rated Independent Broom
Manufacturing Concern in the World.

LINCOLN, :: :: NEBRASKA

HELLO NEIGHBOR!

The Modern Woodmen of America

(Largest Fraternal Insurance Society in America.)

THUS GREETES

ALL FELLOW ROTARIANS EVERYWHERE!

For THIRTY-TWO YEARS we have adhered to and practiced ROTARY PRINCIPLES.

FACT IS, Rotary Principles constitute the Foundation and Spirit of WOODCRAFT.

WE *SELL* PROTECTION—for the *widows and children*, at Current Cost, \$500 to \$3,000, payable at member's death.

That's All we *SELL*!

But we *GIVE AWAY* Genuine Fraternal Fellowship, the Spirit of Co-operation, the Teaching of Right Living and Right Thinking, the Building of Character, the Care of the Sick and Needy. We do not keep all the bouquets for the dead.

Is That All?

NOT YET! LISTEN: WE *SAVE LIFE*—through our model SANATORIUM in Colorado, every member who contracts TUBERCULOSIS is cared for, cured and sent back home rejoicing, FREE OF COST. More than 2,000 lives of NEIGHBORS thus preserved in the last SIX YEARS.

It is Worth While to Be a Rotarian!

To be a ROTARIAN and a MODERN WOODMAN is the ACME OF SATISFACTION!

There are today ONE MILLION MODERN WOODMEN (maybe one or two more) in 15,000 local camps, who carry ONE BILLION AND A HALF DOLLARS OF INSURANCE PROTECTION.

Still More, without Bragging on Ourselves: (Everybody loves Statistics, so here are a few FIGURES):

Amount paid out in 6,748 death claims in the year 1914.....\$11,566,264.90
Amount paid out since organization for 80,538 deceased members.....\$141,627,850.73
(Can you estimate how many mortgages that sum paid off and how many children were sent to school from the widows' homes?)

WE WILL write over 70,000 new members in 1915—that is a modest and conservative estimate—if Rotary everywhere co-operates we could make it 100,000. We do business in every state in the Union (except three) and in five Canadian provinces.

San Francisco Exposition:

MODERN WOODMEN OF AMERICA is decidedly on the Map there. ALL ROTARIANS, whether Modern Woodmen or not (if you are not, you should be) are CORDIALLY INVITED to visit our HEADQUARTERS, located in the MINES BUILDING. You will receive the GLAD HAND—watch out for the "grip" and make the "distress sign" if you are in trouble.

WE ARE THERE IN MOTION PICTURES TOO! Be sure to see all of our 1,500 feet of film, including "THE MAN WHO CAME BACK," or the story of the SANATORIUM. The good-looking Neighbor in charge of our Exhibit will direct you to the "movies."

Who's Who?

The MILLION MEMBERS own the Society, but they have selected men to manage and direct, and we have with us today

A. R. TALBOT, Head Consul (President), LINCOLN, NEBRASKA.
JAMES McNAMARA, Head Clerk (Secretary), ROCK ISLAND, ILL.

Write 'em for more details.

JOSEPH G. RAY, Assistant to Head Consul, is our active Rotary Member at Lincoln, Nebraska. His chief, MR. TALBOT, is also a Member, and a GENUINE FULL-FLEDGED ROTARIAN.

Modern Woodmen Motto:

← TWINS →

Rotary Motto:

"Pur Autre Vie" (For another's life)

"He Profits Most who Serves Best."



Lightning Can't Strike if Shinn Gets There First

With his System of Lightning Rod Protection. All authorities now agree that Copper Cable Lightning Rods—made of pure copper and properly erected—will protect buildings from Lightning.

The Literary Digest says: "The theory on which the use of the rod is based is perfectly sound, and modern science has so amplified it and made it more precise that it is now possible to furnish protection to almost any building."

W. C. Shinn is the only Lightning Rod manufacturer in America that covers every job with the \$75,000 Cash Bond that Lightning will not strike.

If you own property not protected, you will be interested in my Lightning Book, explaining and illustrating the causes and prevention of the Lightning Stroke.

A copy sent free to every reader of this magazine.



W. C. SHINN

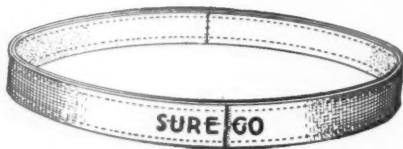
Manufacturer

150 N. 16th St., Lincoln, Neb.

Where Shinn Bonded Rods Are Made.



"SURE GO"



FORD FAN BELT

Made of web, lined with leather.

Web prevents stretching—leather lining makes smooth wearing surface.

Sample sent prepaid on receipt of 50c.

HARPHAM BROTHERS CO.

MANUFACTURERS

High Grade Harness, Collars,
Stock Saddles, Etc.

COMPLETE LINE

LINCOLN, NEBRASKA



—ROTARIANS—

H. P. Lau Co.

LINCOLN, NEB.

Wholesale Grocers

MANUFACTURERS and DISTRIBUTORS



Pure Food Products

—ALSO ROTARIANS—

**The Lincoln Coffee and
Spice Mills**

OUR MANUFACTURING DEPARTMENT





Greetings To All Rotarians



Here's a World's Record

The Nebraska Farmer—*Nebraska's Real Farm Paper*—carried during the year 1914, the largest amount of advertising of automobiles and automobile accessories of any farm paper in the world.

There are two reasons for this.

The first reason is Nebraska's wonderful prosperity, as told in the story, "Why Nebraska," by Hon. W. R. Mellor, published elsewhere in this issue.

The second reason is that The Nebraska Farmer is read by the most prosperous 50,000 farmers in Nebraska.

Don't Forget This!

It is impossible to adequately advertise to the farmers of Nebraska without using The Nebraska Farmer—*Nebraska's Real Farm Paper*—published since 1859.

If you want information about how to best reach the farm trade out here, let us tell you.

We know Nebraska like a book.

Rotarily yours,

S. R. McKelvie

PUBLISHER

Lincoln, Nebraska.

Spirella
CORSETS

Manufacturers & Distributors,
Direct to Consumer, of High Grade
Made to Measure Corsets.



**American Offices
and Factories**

Meadville, Pa.
Niagara Falls, New York
Lincoln, Nebraska.

**Foreign Offices
and Factories**

Niagara Falls, Canada
Letchworth, England
Dusseldorf, Germany

City Offices

New York, 506 5th Avenue
London, 37 New Bond W.
266-270 Regent Street,
Oxford Circus.



The Lincoln Trade Review

By H. M. Bushnell

Representing the industrial, commercial and financial interests of Lincoln and its trade territory.

Manufacturers and jobbers will find the Trade Review the best medium through which to reach retail and all business lines in the Missouri valley territory covering the most prosperous section of the country.

A BUSINESS NEWSPAPER PUBLISHED EVERY SATURDAY.

Sample copies and advertising rates on request.

Keep It Rotating!

While you are buying other things that you are going to need don't, for goodness sake, forget the most important of all—*The Material for Your New Residence or Business Block.*

The Nebraska Material Co. has just what material you need and Price and Quality are Guaranteed.

Nebraska Material Co.
1126 P St. Lincoln, Nebr.



Harry Porter

The Rotarian Office Supply
Man of Lincoln, Nebraska

Blank Books

Loose Leaf Ledgers

Wood Filing Cabinets

Steel Filing Cabinets

Engraving and Embossing

Office and Bank Safes

Vault Doors and Fixtures

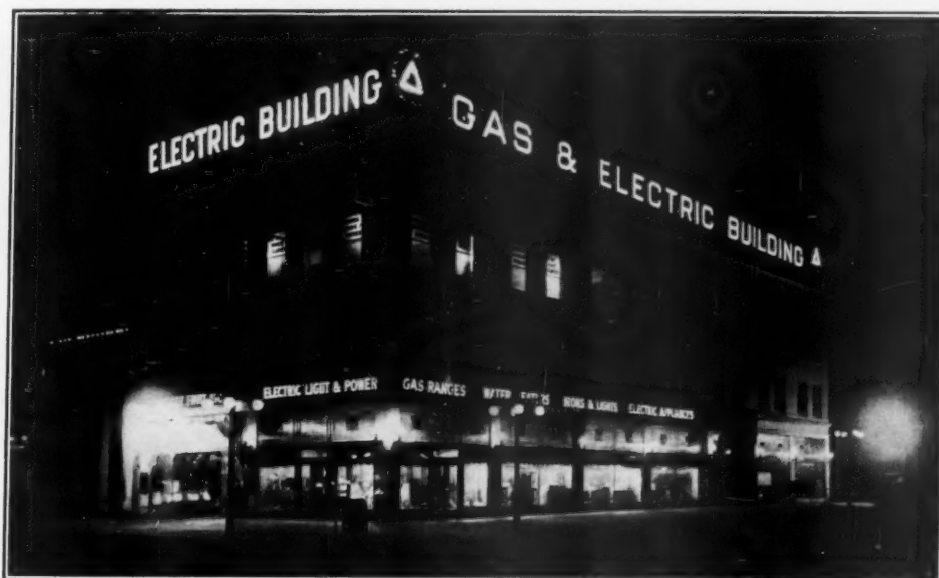
Safe Cabinets

Duplicating Machines

Office Specialties

1123 O St.





The LINCOLN GAS & ELECTRIC LIGHT CO.

A Company of service, one of the many modern gas and electric light plants of the H. L. Doherty Co., following the motto "*He profits most who serves best.*"

THE MODERN TIME-SAVER Telephone Service



The winged messenger of today is the *TOLL LINE* reaching *anyone, anytime, anywhere.* Distance and time are no longer factors to be contended with. You can travel from one place to another in seconds, at a far smaller cost, and with absolute satisfaction if you employ the modern method and journey

VIA TELEPHONE

Lincoln Telephone & Telegraph Co.



Oliver Theatre

LINCOLN, NEBRASKA

Managed By

Rotarian F. C. ZEHRUNG

Who Also Manages, The

Brandeis Theatre

OMAHA, NEBR.



LINCOLN MUSICAL COLLEGE

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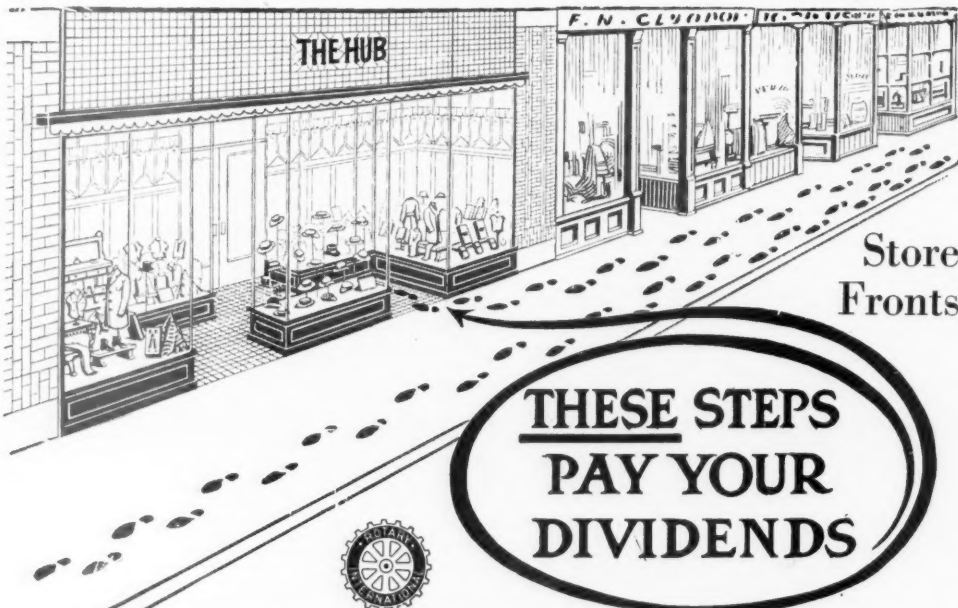
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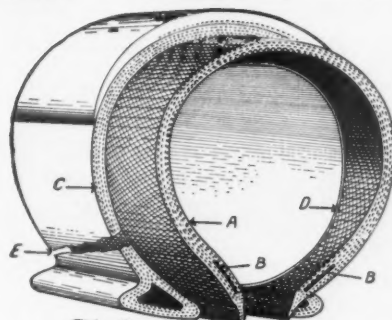
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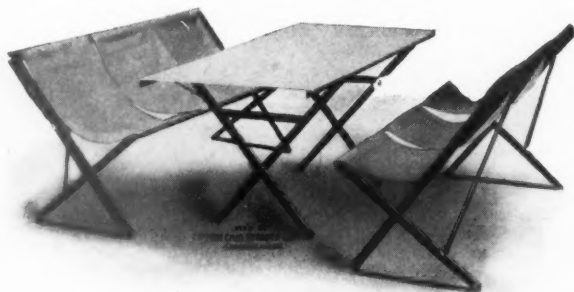
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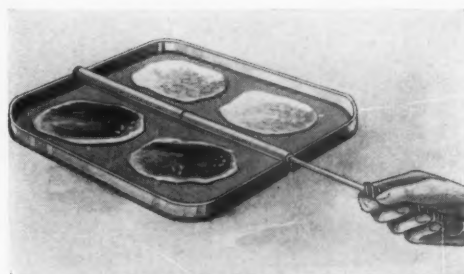
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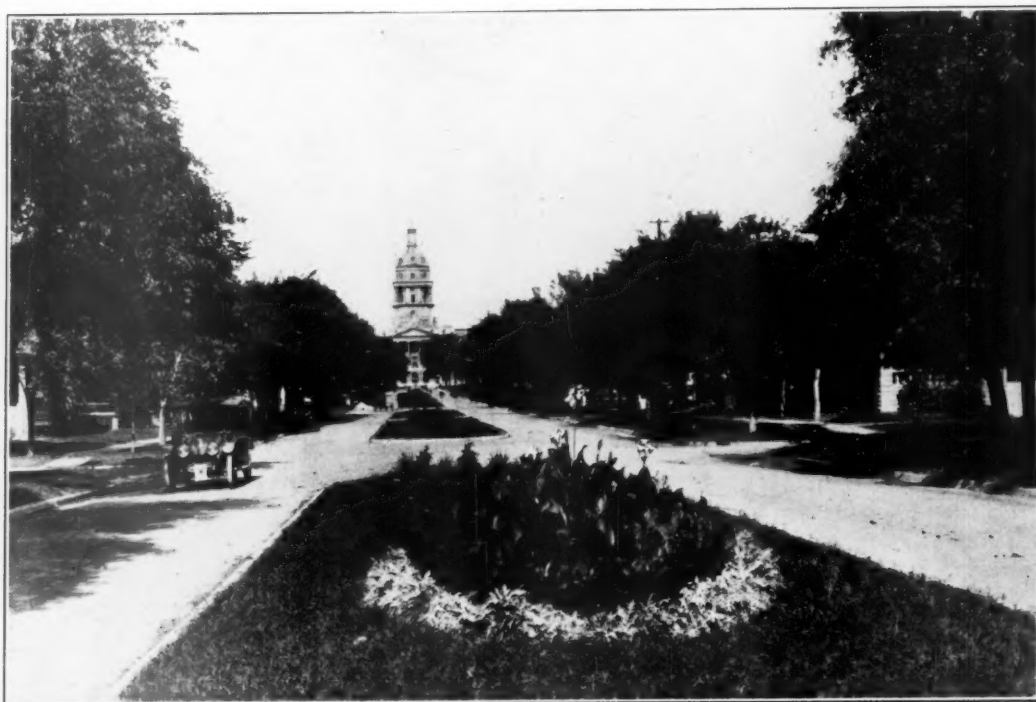
S. C. DOUGLAS, Mgr.

The struggle of today is not altogether for today; it is for a vast future also. With a reliance on Providence all the more firm and earnest, let us proceed in the great task which events have devolved upon us.

—ABRAHAM LINCOLN
(In his first annual message)



LINCOLN (Neb.), U. S. A.
Two Views of State Capitol Building



THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

EDITORIAL

YOUR MAGAZINE

THE growth of the official publication of the I. A. of R. C., your monthly magazine, *THE ROTARIAN*, has kept pace with the phenomenal growth of the Rotary movement. While this cause for rejoicing is thoroughly natural, it is the result of an effort to make *THE ROTARIAN* your magazine, the expression of the thoughts, acts, purposes and accomplishments of the aggregate membership of all the Rotary Clubs affiliated in the International Association.

With the celebration of the decennial of Rotary just completed and with another epoch making Rotary convention approaching it is fitting that a few pages in *THE ROTARIAN* be devoted to an analysis of what the magazine stands for and what the editor is trying to make it be—with an earnestness and sincerity of purpose that must be the result of an appreciation of the responsibility placed upon him in making him editor.

THE ROTARIAN is essentially the magazine of each Rotarian and as such it represents the effort to present every month from a world-wide basis to members of all Rotary Clubs the same elements which combine to make the local clubs successful, together with the development of those elements into ideals and realities that find expression in International Rotary.

At the Portland (1911) Rotary convention it is recorded that:

The President then introduced Mr. F. L. Thresher of Minneapolis, who opened a discussion upon the question: "Shall the National Association Have a Monthly Periodical?"

Mr. Thresher advocated that there should be an official publication of the Association for the spreading and exchange of ideas on Rotary among the various clubs; that such a publication would be of great assistance in building up Rotary, in unifying the work of the existing Clubs, in establishing new Clubs and bringing about business benefits to Rotarians both within and from outside their own cities; that it should be in standard magazine form with a distinctive and attractive cover; that a broad-minded policy as to advertising should be pursued; that the expenses of publication and circulation can be met by the income from advertising, together with a nominal subscription price to be paid by the various Clubs for their members; that any possibility of conflict of interest between Rotarians of different cities in the same line of business will be more than offset by the great general good which the publication will render; that second-class mailing rates should be secured from the Postoffice Department.

A general discussion upon the subject ensued and it appeared to be the sense of the assembly that we should have such a publication and that the Clubs would willingly pay a small amount in addition to their dues as a subscription to the

publication. It was finally decided to refer the matter to a special committee of five, who should submit a report before the adjournment of this convention. President Harris appointed as such committee Mr. Thresher of Minneapolis, Mr. Randall of St. Paul, Mr. Rogers of San Francisco, Mr. Morrow of Tacoma and Mr. Martin of Minneapolis.

This committee subsequently made the following report, which was adopted, with the proviso that a certain amount of reserve power be given to the Secretary and the Board of Directors:

“Report of the Committee on Ways and Means for an Official Publication.

“Your Committee on recommendation of ways and means for establishing an official publication for the National Association of Rotary Clubs recommends the adoption of the following resolutions: Resolved,

“1st. That the Board of Directors be instructed to have published a monthly periodical of substantially standard magazine size.

“2nd. That the Secretary of the National Association shall be the Editor and Business Manager of such monthly magazine and that each local Club shall be requested to select an Associate Editor to serve under the direction of the Editor-in-Chief in furnishing news and advertising from their respective Clubs.

“3rd. That all advertising shall be classified under the city or cities in which the advertiser has a Rotary membership, and that no advertisement shall be accepted incorporating within it any address where the advertiser has a competing Rotarian.

“4th. That the Board of Directors be given authority to make such terms and conditions affecting the subscription and advertising rates as may be necessary to secure the most favorable mailing classification.

“5th. That it be the sense of this Convention that the local Clubs affiliating with the National Association be invited to support this publication to the extent of assuming a subscription for each of their respective members.”

Later on during the proceedings the convention voted an amendment to the constitution providing that all members of the affiliating Rotary clubs shall be subscribers to the official organ of the Association.

Thus THE ROTARIAN was established and the Secretary became editor—his the task to create a magazine. It has been done—with criticism to be sure, occasionally a little unkind, unexpected, purposeless criticism and always a great deal of kindly, broad-minded, helpful, constructive criticism for which the editor makes most grateful acknowledgments to many Rotarians in many clubs.

It has always been the policy of the editor to let THE ROTARIAN reflect Rotary as manifested by the activities and expressions of Rotary Clubs and individual Rotarians. When Rotarians were chiefly concerned in promoting their personal success in business, THE ROTARIAN was typical of Rotary of that day—for illustration note the now obsolete and forgotten provision in the Portland Convention Committee's report:

“No advertisement shall be accepted incorporating within it any address where the advertiser has a competing Rotarian.”

Indeed we did have to broaden our vision somewhat before the editor could convince Uncle Sam that we were rightfully entitled to the second class mailing privilege.

To-day THE ROTARIAN is a magazine of SERVICE because it has come to pass that the *primary purpose of a Rotary Club is the development of the spirit of service.*

Since the establishment of THE ROTARIAN local club publications have come into being—doubtless in some cases because more frequent communication with the club membership (than can be given by a monthly publication) was desired and in others because of the desire for

the publication of matters more local and personal than ordinarily could be given space in *THE ROTARIAN*. The editor of the Association's official magazine has always welcomed these club publications as filling a necessary place.

As a news publication *THE ROTARIAN* attempts to gather from each club information of those happenings which are of interest to all other clubs just as the club publication tries to gather news about individual members in which other members of the local club would be interested. It is necessary, of course, to treat these news matters from the broadest viewpoint and to be very careful in the selection of items that will be of interest to Rotarians in California and Massachusetts, Canada and Great Britain. This necessitates the elimination of a great deal of the personal note which is such a great factor in the success of local publications, but on the other hand it is necessary for *THE ROTARIAN* to retain as much as possible that same personal note which is so great an aid in maintaining the close-knit working effectiveness of Rotary.

The news feature of *THE ROTARIAN* is principally represented by the department "What the Clubs are Doing" where each month letters from various clubs are printed. The editor and his associate editors endeavor to cooperate to make this department valuable as a personal connecting link between the various clubs throughout the world.

THE ROTARIAN also endeavors to aid in the development of the Philosophy of Rotary just as the local clubs are doing. In this department the magazine publishes articles by Rotarians along this line, and seeks always to lift the standard of Rotary principles higher and higher as these principles, conceived in the hearts of Rotarians, find expression in words and deeds.

As the ideal and altruistic elements of true Rotary, to be effective, must be tied to practical, everyday experience, and as every Rotary club endeavors to unite in its club activities the ideal and the practical, so *THE ROTARIAN*, in addition to publishing articles on the Philosophy of Rotary, always endeavors to have one or more practical business articles which will help Rotarians to see how Rotary principles can be applied to daily living and business.

Business articles published in *THE ROTARIAN* may be said to parallel the business talks given in the local clubs by the individual Rotarians.

As the local clubs have speakers to address them on public affairs and general business matters, so *THE ROTARIAN* presents in almost every issue at least one article by some one well-qualified to write along such lines.

Naturally a great deal of space is given in the official publication of the International Association of Rotary Clubs to the International Conventions which are the culminating points in each Rotary year. As the local clubs endeavor to get their members interested in the club meetings so *THE ROTARIAN* tries to interest all Rotarians in preparing for the Rotary world's great annual meeting—the International Convention.

The advertising department of the magazine is conducted primarily for the benefit of Rotarians and it is easy to find a parallel between this department of the magazine and activities of the local clubs. The advertising department serves a valuable purpose in making Rotarians through-

out the world acquainted with the business of other Rotarians who advertise in the magazine and also with the business of other advertisers.

The advertising department is essentially a service proposition just as much as when Bill Smith introduces Tom Jones to Henry White when Henry White has something which Tom Jones needs.

The advertising department upholds the practical availability of our slogan, for by serving Rotarians with this acquaintance making means the magazine profits, *i. e.*, the magazine secures the necessary additional income which enables it to become a bigger, better, handsomer and more serviceable magazine.

In the city feature numbers THE ROTARIAN gives various Rotary Clubs the opportunity to boost their cities among Rotarians everywhere just as the members of the local club boost each other and their city among their personal acquaintances.

Service is the foundation of the success of THE ROTARIAN. Its mission is one of service to every member of every Rotary Club. Its purpose is to render this service to every member of every Rotary Club. Its endeavor is to render this service in every department of Rotary activity—to be a perfect servant by being a complete servant.

It is your magazine. Its success editorially, financially and ethically depends absolutely upon the whole-hearted coöperation of every Rotarian and the best form in which this coöperation can manifest itself is by a thorough and careful reading of every issue of the magazine.

To get the best out of your club membership you must participate in the club's activities.

To get the benefit of your magazine you must read it and get your fellow members to read it.—C. R. P.

A Supplement This Month

The many demands for space in this issue have caused us to try the experiment of issuing a supplement to THE ROTARIAN this month in which we have placed some of the news matter concerning the approaching Rotary convention and the Official Directory.

One advantage of this innovation is that the Official Directory may be folded up and placed in the pocket and carried by the travelling Rotarian without having to lug around with him a copy of the magazine.

To the other data in the Official Directory we have this month added the charter number and the date of organization of each club which will doubtless prove of interest to all Rotarians.

Attention is particularly called to the very interesting and helpful article on the coming Rotary Convention by William Gettinger of New York, which appears in the supplement. Portions only of this straight-from-the-shoulder talk were published in the April issue of THE ROTARIAN, lack of space preventing the use of it in full.

The supplement also contains a list of "The Old Guard" in Rotary, together with an explanation of what "The Old Guard" is.

From the Beginning

LET us introduce Hon. Thomas P. Kennard, president of the Western Glass and Paint Company (Rotarian), the man who has witnessed and been a part in the growth of Lincoln (Neb.), U. S. A., from the virgin prairie of forty-eight years ago to the modern and model city of fifty thousand people that it is today.

Forty-eight years ago, upon the admission of the state to the Union, Mr. Kennard was the first secretary of state of Nebraska. He was then an "old settler" of territorial days and to him, with two other state officials, the first legislature of the state delegated the work of selecting the site and locating the future capital of Nebraska—the city of Lincoln that was to be. Acting in this capacity on the 29th day of July, 1867, the commissioners selected as the site for the city the unbroken prairie where Lincoln is now located and Mr. Kennard drove the first stakes marking the town site.

It has been given to him—that which has come to few if any other men—to be delegated to select a site for a future city and for forty-eight years thereafter to be a citizen of the city, to witness its development and partici-



Thomas P. Kennard.

pate in its growth and now, at a ripe old age, to be yet active in business in a city without a superior in cultural development and established business prosperity.

What a retrospect Mr. Kennard has as he nears the sunset of his long and active life. What a reversed Aladdin vision! From transcontinental lines of railway centering in his home city, from wholesale and manufacturing industries on every hand, from universities and colleges in and surrounding the city, from electric railways on miles of paved streets, from an unsurpassed electric lighted city, from parks and church spires and the

thousands of attractive homes;—back to the rolling prairie, to the unturned sod and the cries of the wild birds as Lincoln was forty-eight years ago when T. P. Kennard drove the stakes that marked the site for the capital city of Nebraska.

On another page you can see Lincoln as it was in 1867 and a glimpse of Lincoln as seen today in one direction from the dome of the capitol building. Meanwhile meet Mr. Kennard; he's a grand old man and his city is proud of him.

An Appreciation of the City of Lincoln

NO ONE who is unfamiliar with the so-called "Middle West" can realize the pleasure and exhilaration to be found in spending a few days of May, June or July in getting acquainted with the actual life and institutions of a great agricultural state like Iowa, for example. The summer climate is exquisite, the landscape is as fair and charming as the best of England and France and the fields of clover, corn, wheat or alfalfa, are beautiful in their fertility and their evidence of thrifty and careful cultivation.

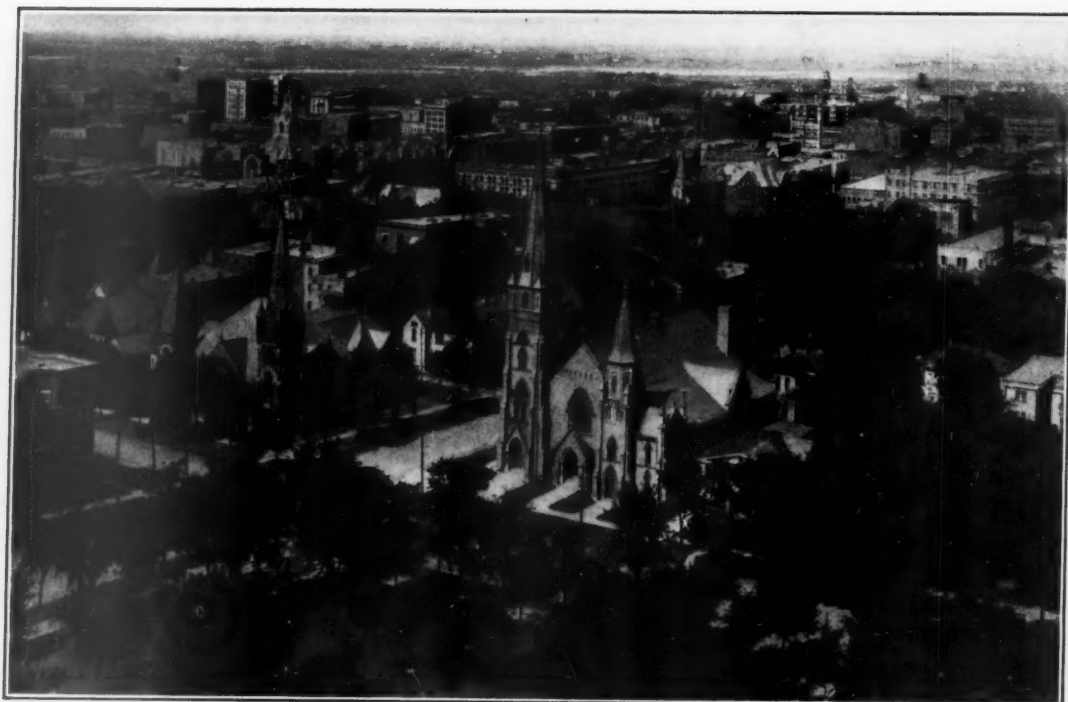
To see something of the life and progress of the state of Wisconsin, with its capital city of Madison as a central point of observation, is worth a journey from a long distance.

A visit to Nebraska, involving the tarrying of a day or two at Lincoln, can also be made a most stimulating and instructive experience. At Lincoln one finds all the central activities of a vast agricultural commonwealth—a state University, an agricultural college, a beautifully boulevarded city nearing a hundred thousand people, magnificent public schools of the most modern types and methods, and a local life at once simple, charming, and refined, that is as typical of America at its best as anything between the two oceans.—*Albert Shaw, in The Review of Reviews.*

Changes Which 47 Years Have Brought



Lincoln (Neb.), U. S. A., in 1867.



Bird's-eye View of Lincoln in 1914 looking north from Capitol.

Why Lincoln?

By H. M. Bushnell

THE answer to the growth and prosperity of a city is what lies behind it. It may be transportation, manufacturing, mineral wealth or agricultural wealth, separately or in combination, but the greatest of all foundations is agricultural wealth. To appreciate the agricultural wealth surrounding Lincoln, read elsewhere the article, "Why Nebraska"; it is the primary answer to "Why Lincoln."

But the interested man who asks "why Lincoln?" asks concerning the city not only present but future. With Nebraska ranking first of all states in per capita agricultural wealth, with the state not yet past its fiftieth birthday, what cannot be anticipated of its future and the certain future of its capital city when there is added to the state's 21,000,000 acres of improved lands the wealth to come from its remaining 19,000,000 acres of unimproved lands and when both are steadily advanced to larger and larger production.

Let us give our readers a few facts concerning Lincoln, its growth, development and opportunities. It will be done direct to the point, in facts of record and in a way that the uninterested can afford to stop and listen and to those interested in a way, we hope to make it worth while to them to want to know more of Lincoln as well as "why Lincoln."

The City Generalized

Lincoln is in the heart of the Missouri valley territory—the Nile valley of the United States in richness of soil and productiveness. It is a wholesale and distributing center, a railroad center, an educational center, an insurance center, a steadily developing manufacturing center, the governing center of the state with the state capitol and many state institutions, a financial center; a city of large conventions and public gatherings; a city of high class citizenship; of home owners in high percentage and of tenantry in low percentage; a prosperous city in every line of business and a home city with a reputation as the best in which to live.

As a Railroad Center

Lincoln has five lines of the Chicago,

Burlington and Quincy railroad including its main line Chicago to Denver and its north-west line, St. Louis to Seattle. It has the main line of the Chicago and Rock Island, the north and south Union Pacific line, the Chicago and Northwestern and the Missouri Pacific. More than one hundred and forty trains arrive and depart from the city daily. The total full car shipments in and out of Lincoln in 1914 was 37,003; total tonnage, broken car lots, 1,119,649 tons; total sales of passenger tickets, \$1,014,161; total revenue Lincoln freight and passenger traffic for the year, \$3,692,091.

Wholesale and Distribution

The wholesale business of Lincoln covers in its territory, strictly tributary, the state of Nebraska, western Iowa, northern Kansas, southern South Dakota, eastern Colorado, Wyoming and Montana. Lincoln is the near market for all this territory and its distributing rates the lowest. For all this territory it is the market of quick response, the near market for trade and the low freight rate market in distribution. Wholesalers and jobbers realize the value of these points of vantage to any city. Lincoln in the wholesale field is in a territory that is steadily developing in population and business. It is in a territory with a future. The steady growth in the volume of wholesale business in Lincoln is illustrative of its present worth and future possibilities. In 1910 the jobbing business of Lincoln totaled \$26,495,000; in 1911, \$27,670,000; in 1912, \$32,200,000; 1913, \$35,105,000; in 1914, \$38,130,000.

Growing in Manufactures

In a general way western cities are not strong in manufacturing lines but the city of Lincoln is making successful progress in that line under the same contributing influences that make for the city a wholesale center. The volume of Lincoln manufacturing in 1910 was \$11,025,000; in 1914 it was \$17,850,000. The three score lines of manufacturing are prosperous and the field is both a growing and inviting one. Its milling business is large and it has in woodwork, in confectionery, in brick and tile, an annual output in each line exceeding a million dollars. The largest single creamery plant in the world is in Lincoln with the local

NOTE.—Mr. Bushnell is the editor of the "Lincoln Trade Review" and member of the Rotary Club of Lincoln.

A Suburban Residence and City Block



"Fairview," the Home of Secretary of State W. J. Bryan.



A Type of Present Building Construction in Lincoln.

production in 1914, \$4,300,000. The most important shop plant of the "Burlington," west of the Mississippi river is located in one of Lincoln's prosperous suburbs.

Lincoln Financially

Financial institutions in increase and volume of business are an index of business growth and expansion in any city. The financial record of 1914 the nation over was a declining one over the previous year; with Lincoln it was an expanding one. Lincoln bank clearings in 1914 were \$110,141,663, an increase in volume over 1913 of more than ten million or an increase in a widely unfavorable year of 9 per cent. In the 136 cities of the nation publishing bank clearings there was a decline in the total clearings in 1914 of 8½ per cent over the previous year; the highest per cent of increase in bank clearings of all western cities in 1914 was made by Lincoln. In 1913, Lincoln in the list of 136 cities, occupied 68th place; in 1914 it advanced to 63rd place. The capital of Lincoln banking institutions is \$2,300,000 and the average deposits in banks between eleven and twelve millions.

Unchecked Building Growth

The growth of the city industrially, commercially and financially is further emphasized by the record of new building year by year. There has not been a year in the last twelve that new building construction has fallen under the million dollar mark. Several

years it has passed the two million mark. In 1910 new building in Lincoln totalled \$2,006,900; in 1911, \$1,921,000; in 1912, \$1,753,500; in 1913, \$2,175,500; in 1914, \$1,506,300. Postal receipts are an excellent index of the growth of business in a city. In the last ten years, postal receipts in the Lincoln postoffice have more than doubled. In 1912 they were \$381,628; in 1913, \$400,064 and in 1914, \$456,381.

The property valuation of Lincoln is \$52,415,873. The bonded debt of the city is \$960,000. The valuation of the city per capita on 50,000 population is \$1,004. Bonded debt of city per capita is \$19.20; per capita annual tax, \$21.60. The city of Lincoln owns its water plant valued at \$1,750,000. Its public buildings, parks and school buildings make a total of city owned property to the value of \$3,507,000. The city has ninety-five miles of sewers and 63 miles of paving. Expenditures for paving in 1914 totaled \$300,566.

Just the High Places

In this summary of the city of Lincoln, only the high places have been touched in the most general way. There are many features of large interest in other lines passed by in the general summary. Less than fifty years ago the city was platted. Its present development indicates that the city has a larger life and growth in store.

Why Lincoln? is worth thinking about.



Federal Building and City Hall (on right.)

Nebraska Farm Scenes



A Summer Pastoral.



Cutting Corn for the Silo.

Why Nebraska?

By W. R. Mellor

VERY few Rotarians realize the wonderful agricultural wealth of the state of Nebraska. The United States Department of Agriculture, in Farmers' Bulletin No. 645, gave the production and total value of the principal crops for 1914 and from it we find that the four most valuable agricultural crops of each state where the amount exceeds one hundred million dollars when figured on the basis of rural population in states, makes a per capita as follows:

State.	Rural Population.	Valuation.	Rural Population Per Capita Value.
Kansas	1,197,159	\$290,085,000	\$242.00
Nebraska	881,362	207,210,000	235.00
North Dakota	513,820	117,558,000	229.00
Iowa	1,544,717	317,942,000	206.00
Illinois	2,161,662	312,702,000	144.00
Minnesota	1,225,414	145,295,000	118.00
Indiana	1,557,041	183,424,000	115.00
Missouri	1,894,518	186,282,000	96.00
Oklahoma	1,337,000	127,401,000	95.00
Wisconsin	1,329,540	125,035,000	93.00
Ohio	2,101,978	190,652,000	90.00
Texas	2,958,438	265,605,000	89.00
Michigan	1,483,129	119,015,000	80.00
Kentucky	1,734,463	113,284,000	65.00

The figures show that corn, wheat, oats and hay make up the list of the principal crops from each state, except in Kansas and Nebraska where alfalfa displaces hay; in Texas and Oklahoma where cotton is more valuable than hay; in Wisconsin where barley is of greater value than wheat; and in Kentucky where tobacco is more valuable than oats.

In the analysis of the value as given by the first place occupant, in comparison with Nebraska, we find that Kansas valued corn at sixty-three cents per bushel as against

fifty-three in Nebraska; oats at forty-two cents as against forty; alfalfa at eight dollars as against seven; wheat is figured at the same price. If all of the crops had been the same price in both states the per capita Kansas valuation would have been \$229.00 as against \$235.00 in Nebraska.

Horses

The department figures on horses, where the state has more than one million, are as follows:

State	Number	Rural Population Per Capita
Nebraska	1,038,000	1.19
Iowa	1,600,000	1.03
Kansas	1,132,000	.94
Illinois	1,462,000	.67
Missouri	1,095,000	.57
Texas	1,192,000	.40

Cattle

The states, for all kinds of cattle, show the following figures where the number exceeds 1,500,000 in the state:

State	Number	Rural Population Per Capita
Nebraska	2,659,000	3.01
Iowa	4,060,000	2.62
Wisconsin	2,842,000	2.13
Texas	6,207,000	2.09
Kansas	2,494,000	2.08
Minnesota	2,394,000	1.95
New York	2,403,000	1.24
Missouri	2,211,000	1.16
Michigan	1,521,000	1.02
Illinois	2,187,000	1.01
Ohio	1,733,000	.82
Pennsylvania	1,581,000	.52

Swine

With relation to the number of swine, Nebraska is second.

State	Number	Rural Population Per Capita
Iowa	8,720,000	5.64
Nebraska	3,809,000	4.31
Indiana	4,167,000	2.67
Missouri	4,250,000	2.24
Kansas	2,656,000	2.21
Illinois	4,358,000	2.01
Ohio	3,640,000	1.73

NOTE.—Mr. Mellor is Secretary of the Nebraska State Board of Agriculture and a member of the Rotary Club of Lincoln.





State.	Number.	Rural Population Per Capita.
Wisconsin	2,255,000	1.69
Minnesota	1,716,000	1.40
Georgia	2,042,000	.98
Texas	2,880,000	.97
Kentucky	1,582,000	.91

The production of all the gold for 1913 in the United States was 178 tons, valued at \$107,503,000 while the value of corn and alfalfa grown in Nebraska in 1914 was \$109,195,350. Corn occupied first place in value in the state, with alfalfa fourth.

Nebraska's crop production for 1914, estimated on December 1, amounted to \$432,000,000. This immense addition to the world's wealth was produced by toilers earning an enviable wage and laboring under most wholesome and healthful conditions. This estimate refers to agricultural and live stock production and does not include the output of Nebraska's prosperous and successful factories.

With ordinary skill in crop rotation no Nebraska farmer need fear soil depletion. Decreasing fertility can be effectually prevented by keeping live stock on the farm, the use of manure and the distribution of such by-products as straw and cornstalks in the soil to form the necessary basis for the retention of moisture and the replenishing of the land after the harvesting of the heavy cereal crops. Alfalfa has been found to be a wonderful fertility building and an immensely profitable crop—and Nebraska is the second state in the union in alfalfa production.

The apple and fruit growers of Nebraska

are reaping substantial profits. Experts in this line report that the horticultural products amount to fully \$10 per capita per annum. During the last few years there have been distinct improvements in orcharding and the methods employed by the progressive growers are scientific and up-to-date. The eastern and southeastern sections of the state are peculiarly adapted to apple production and the growing of small fruits.

Nebraska has 37,000 square miles of Loess soil, the richest, most productive and most fertile in the world. In addition the High Plains and Sand Hill regions supply areas for grazing and special lines of agriculture. In the western and northwestern sections of the state the potato and alfalfa seed industries are making fortunes for the farmers specializing in these branches.

Dairying and poultry are gigantic industries. The Nebraska hen annually produces half as much wealth as the gold mines of the United States.

One of the vast, undeveloped resources of the state is its water power. Recently much data has been gathered on this subject. The utilization of this great resource should be made an actuality in the near future. During the last few years a region in the western part of Nebraska has been developed by irrigation, from a sparsely settled area to a populous garden spot of 800,000 acres.

Fifty years ago Nebraska was designated on maps as part of the Great American Desert. Today it is a substantial contributor to the world's food supply.



Lincoln as an Educational Center

By Fred M. Hunter

LINCOLN has acquired the title, "The Athens of the West." She deserves it. She can give good evidence in support of her claim to this distinction. Here is a town of 50,000 people which makes education one of its chief businesses. It founds its hope of permanent prosperity upon the type of citizenship given to the future by its universities, colleges, high and elementary schools. Permit us to present the evidence.

First in pride of city and state stands the University of Nebraska, with its Graduate College, its Colleges of Arts, Agriculture, Engineering, Law and Medicine and its Teachers' College; its schools of fine arts, normal training and agriculture. Its student body numbers nearly 4500; its faculty, 350. The various colleges are divided into the departments usual to great state universities. Its destinies are directed by a schoolmaster statesman, Chancellor Samuel Avery.

Take a glance at some of its distinctive features. Note the State Museum over which presides the State Geologist, Professor E. H. Barbour, a loyal Rotarian. Gathered here is a collection from the great fossil beds of western Nebraska unsurpassed in many of its features by any collection in the world. The uncovering of these Nebraska fossil beds and the discovery of many unusual and heretofore unknown specimens, through the activity of this department, have attracted world-wide attention.

The University possesses, too, an unusual library considerably in excess of 100,000 volumes. This library has developed as an integral part of the University in spite of

the existence in Lincoln of large and excellent State and City Libraries.

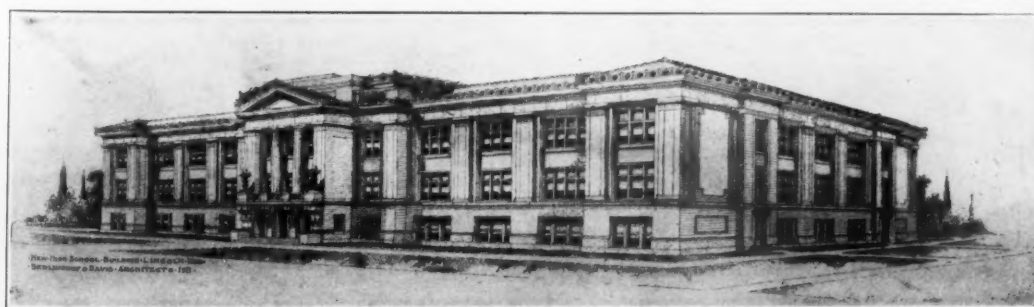
An experimental farm of one-half section, situated contiguous to the Lincoln city limits, provides a campus for the College of Agriculture and the Nebraska Experiment Station. The predominant industry of the state of Nebraska, agriculture, looks toward this part of the University for its scientific leadership. Agricultural Education not only flourishes here in the shadow of the University itself, but is carried to the very door of the Nebraska farmer by the highly organized and well developed department of University Extension. The department has a large number of county demonstrators doing research and experimental work in as many Nebraska counties. Under their leadership the Nebraska farmers are instructed and organized to do more intensive farming and to make Nebraska's greatest resource greater still.

The Nebraska athletic record is not the least of her glories. During the past three seasons Nebraska has held unrivaled claim to the championship of the Missouri Valley Athletic Conference in foot ball and has vied with Chicago and Illinois Universities for the Western Championship.

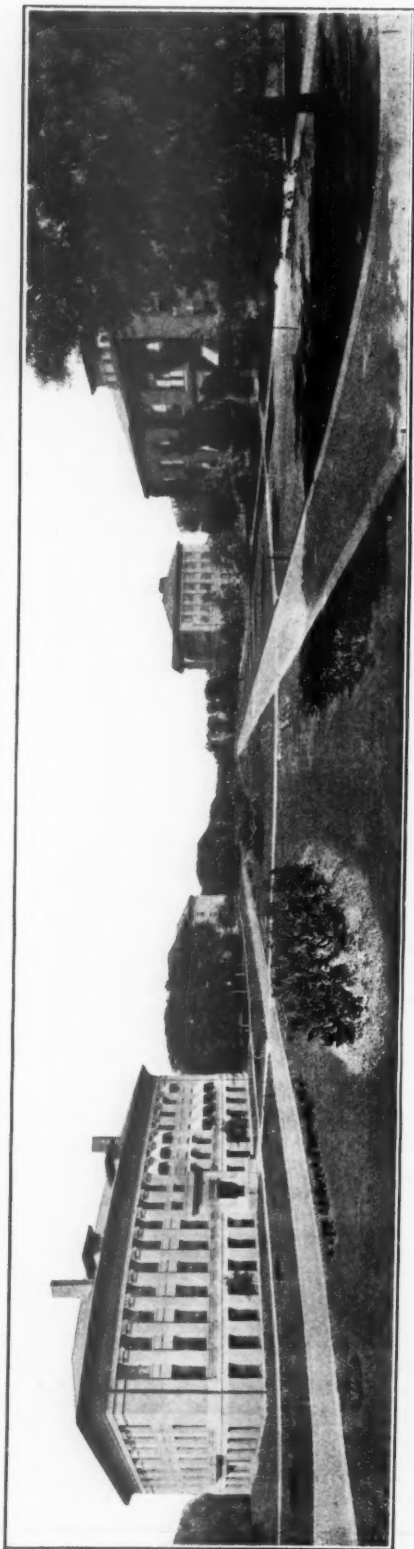
But as great and as influential as the University has grown to be, it has only begun its development and its service to the state and to the West. By act of the legislature and by a referendum to the people of the state some \$3,000,000 are to be expended during the next biennium in new buildings and an extended campus.

One of Nebraska's great religious denominations, the Methodist Church, has located

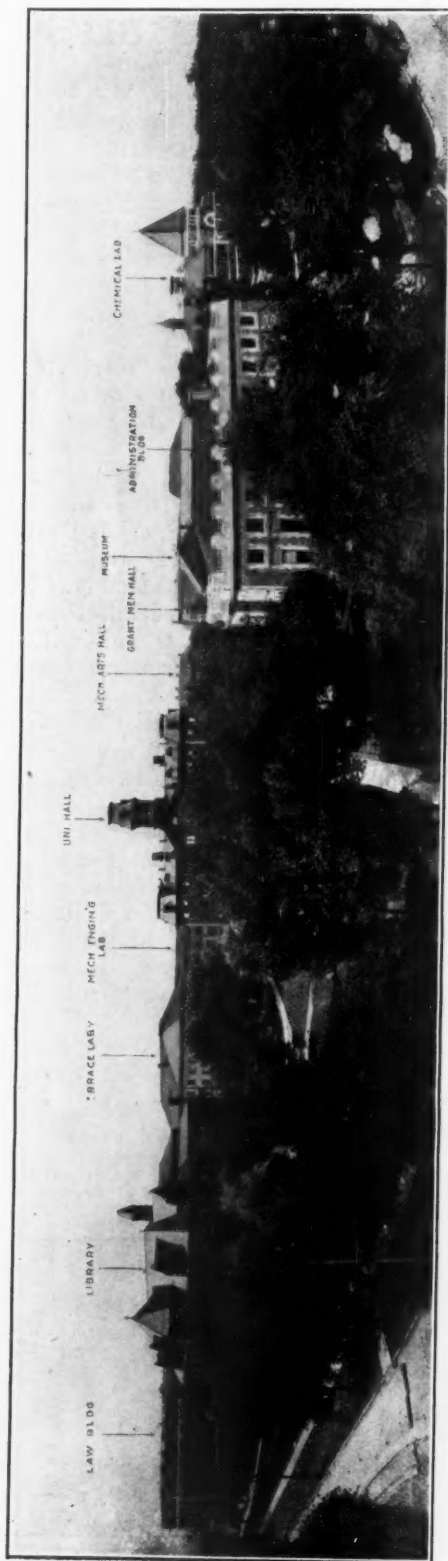
NOTE.—Mr. Hunter is Superintendent of the Lincoln Public Schools, and a member of the Rotary Club.



The Lincoln High School.



University of Nebraska—State Farm Campus.



University of Nebraska—Central Plant.

in one of our suburbs the Nebraska Wesleyan University, with a faculty of forty and a student body of about 1250. This institution offers instruction in a College of Arts, a Teachers' College, an Academy, a Conservatory of Music, a School of Expression and Oratory, and a School of Art.

Cotner University, located at Bethany, another Lincoln suburb, is the denominational school for the Christian Churches of the state. Its student body numbers about 300, its faculty twenty-five.

Union College is a school established and maintained by the Seventh Day Adventists. It is located at College View which is contiguous to the Lincoln city limits. The school has a student body of 450 including the practice school, and a faculty numbering twenty-five. It maintains a fine sanitarium and hospital as an adjunct to the educational features of the Institution.

These universities and colleges make Lincoln a city of unusual educational opportunity. A child living in Lincoln may without the expense of one cent for tuition enter the Kindergarten of the public schools, complete a high school and university course, and, in the Graduate College of the University, attain a graduate degree of Doctor of Philosophy without leaving his own home. If he chooses an educational career under the tutelage of one of the great churches represented by the colleges just mentioned he may still obtain it without leaving the parental roof.

The Lincoln City School system handles an enrollment of 9500 children, 1250 of whom are in the High School. The physical plant consists of some twenty buildings. The teaching corps numbers somewhat over 300. The city of Lincoln regards the public schools as the organized instrument of the municipality for the working out of its moral, intellectual, social and industrial ideals, and for the guaranteeing to the future of an efficient citizenship with a higher standard of life than that of the present generation. It has held the view that only thus can any community be permanently prosperous, and insure to posterity in an increasingly universal measure the civic and commercial blessings which we ourselves enjoy.

It has assumed, perhaps prematurely, that the child is not merely the private property of his parents to do with as they choose, but the property of the community and the commonwealth—and the community and the commonwealth are therefore responsible for

the moral training, the physical well-being, and the industrial fitness of the great percentage of its young for whom the home and other private institutions either cannot or will not assume this responsibility. It has therefore further assumed that traditional instruction of the intellectual faculties is only a portion of the functions of the school system, that the best interest of the public demands that the schools enter into such activities as will instill into the young the most wholesome of moral and social ideals, help them to develop sound and vigorous bodies, and start them in life with some sort of fitness for a useful occupation.

In accordance with this view the city will have expended by July first, 1915, upon new buildings and equipment, approximately \$800,000 during a period of somewhat less than three years. The principal units of this new educational equipment are a high school building erected at a cost of \$570,000 and two new prevocational schools in which half time industrial work is given to children of the higher classes at a cost of over \$200,000.

The City Schools maintain a system of playgrounds. By means of a play festival, a week in duration, held in March, 1914, a fund of approximately \$5,000 was raised for the equipment of playgrounds. Six of these are supervised by salaried directors. The attendance during the past year was 50,011.

A school and home garden system is maintained as a part of the public school activities. Over 1200 Lincoln school children have gardens of flowers or vegetables at home or upon vacant and weed-grown lots elsewhere. These are entered for the Lincoln School Garden Contest for which prizes are given to the two best in each school district.

Besides the home gardens the children of eight of the schools are conducting summer gardens maintained by the school itself. Genuine agricultural experimentation in soil preparation, planting, and cultivation is practiced upon these school garden plots under the direction of the teachers of industrial geography in the seventh and eighth grade departments. It is a civic habit that is worth much to Lincoln.

As a part of the Civic instruction in the schools, a Junior Civic and Industrial League has been organized. This is handled as a Junior division of the Lincoln Commercial Club. It has a membership of 1500, including practically all boys of grades five to eight and a large proportion of the boys of the high school. The various clubs of this

league meet regularly at the Commercial Club each Thursday morning. They are addressed by many of Lincoln's prominent business men upon such subjects as the following:

- What constitutes a good citizen.
- How boys may become good citizens.
- How boys may help to make the city better, more beautiful, and more prosperous.
- The necessity for some useful employment.
- Respect for hard and useful work.
- Opportunity for boys in his (the speaker's) line of business.
- What this line of business requires in the way of preparation.
- How to go about it to prepare specifically for this line of work.

During the past year they made eighty visits to Lincoln's various business establishments including the State House, City Hall, and Post Office. They studied thoroughly the businesses visited, in their regular school work. All boys were required to learn the Athenian Civic Pledge which follows:

"We will never bring disgrace to this our city by any act of dishonesty or cowardice. We will fight for the ideals and sacred things of the city both alone and with many. We will revere and obey the city's laws and do our best to incite a like respect and reverence in those above us who are prone to annul or set them at naught. We will strive unceasingly to quicken the public's sense of civic duty. Thus in all these ways we will transmit this city not only not less but greater, better and more beautiful than it was transmitted to us."

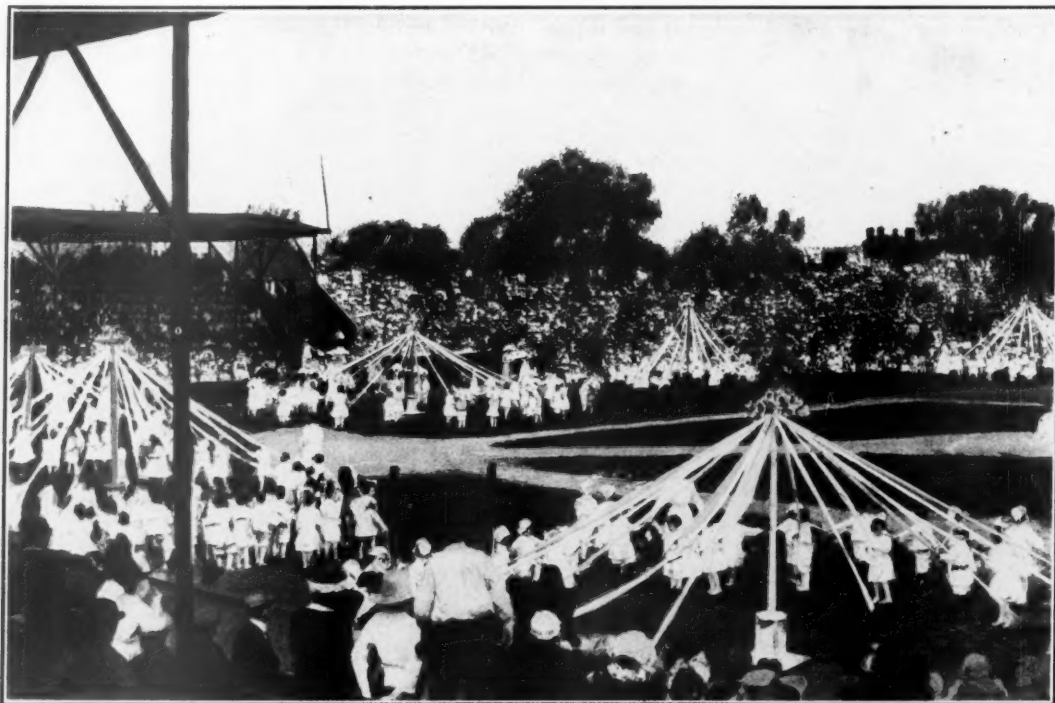
The girls' auxiliary has a membership of 1400. Their plan of meeting is similar to that of the boys—with the meeting place at the Y. W. C. A. The special reading material assigned to the boys and girls of this league is in accordance with the topics following:

- 7B Grade—Vocational Biography.
- 7A Grade—The Value of an Education.
- 8B Grade—The Elements of Character That Make for Success in Life.
- 8A Grade—Choosing a Vocation.

Six of the best books obtainable upon these subjects are assigned to each grade.

Evening Schools enrolling nearly 1000 students are maintained in three different centers. Social center activities are conducted in each of these three schools. The wider use of the school plant is well exemplified here and it is seldom that an evening finds one of these buildings idle.

As a part of our regular school system there is maintained what is known as the McKinley Preparatory School. This school was established to give pupils who are especially capable, both mentally and physically, a chance to do more extensive work than the regular course of study provides. In this school are gathered especially gifted children from all the schools of the City. They cover the regular work of the two highest grammar grades and one year of



Lincoln School Children Celebrating May Day.

high school work in two years' time. This enables them to gain an advantage of one year in the regular high school course—to complete the four years work in three years.

Another distinctive feature of the public schools is a system of medical inspection with a salaried director and visiting nurse. This department has saved the city of Lincoln thousands of dollars during the past two years in stamping out incipient epidemics of diphtheria, and scarlet fever.

Many parochial schools of high order are adding to Lincoln's educational output. One of the chief among these is St. Theresa's parochial high and grade school. This school is fully accredited to the University.

Lincoln's two business colleges, likewise, are an asset to the city. One of them owns a fine business block and both are prosperous and minister to high class student constituencies.

In conclusion let it be said that Lincoln

views its future, and consequently its relation to its school system, in a statesmanlike way. It believes that a community should in the first place be intelligently informed as to its own moral, social, industrial and commercial condition. It should know definitely its own needs through universal information of its people and through the research of the leaders of its own thinking. Then it should go about it in a definite, statesmanlike way to build for itself a permanently prosperous civilization by every organized social and industrial means at its command. The schools are the most completely organized and the most universal of its institutional means. The community is, therefore, using its school system as its organized instrument for the working out of its moral, intellectual, social and industrial ideals and for the guaranteeing to the future of a higher standard of life than that of the present generation.

Our Cover Page

THE cover page of this issue shows a striking illustration of the French statue of Abraham Lincoln that is located on the state capitol grounds, Lincoln, Nebraska.

This beautiful statue of the great President, from whom the city takes its name, is the work of Daniel C. French, America's most noted sculptor and is considered by many to be his masterpiece. It represents Lincoln in meditation—his spiritual nature in the most inspiring way—and the statue in its strength and beauty profoundly increases the conception of the greatness of Lincoln's character with each recurring view. The statue stands before a granite screen upon which is lettered the Gettysburg address and the

handsome capitol grounds give to it fitting surroundings.

The cost of the statue was forty thousand dollars, citizens of Lincoln and the state contributing to the fund for its purchase.

Perhaps one of the highest testimonials to Mr. French and this statue has come in his selection to provide the statue of Lincoln that will be placed in the two million dollar Lincoln memorial that the government of the United States is erecting in Washington.

The photograph selected for the cover page of this issue was taken by C. C. Boslaw of York, Nebraska, from whom photographs, duplicate of the one shown here, can be secured.



By Day and By Night in Busy Lincoln



Lincoln Commercial Club Building.



Night in Business District.

The Lincoln Commercial Club

By George W. Woods

THE population of Lincoln is about fifty thousand. The number of individuals, firms and corporations engaged in merchandising, manufacturing and transportation is about one thousand. The membership of the Lincoln Commercial Club is now *fifteen hundred*.

The Lincoln Commercial Club is thus more than its title signifies, and this extraordinarily large membership, in proportion to business population, is proof of it. This membership is made up of men who represent every sort of activity in the city. Every citizen who believes in the club's motto, "Let's work together for Lincoln," is a member. Employers and employees, active and retired business men, University professors and instructors, professional men of all lines and interests, make up this membership. They meet

and mingle in large numbers daily. They use the Club's beautiful home to transact personal business, to do committee work looking to the larger interests of the city, and they meet in large numbers for the sake of good fellowship and recreation. The spirit that pervades the club rooms is splendidly democratic.

There are some twenty-three standing committees that co-operate with the board of directors in carrying on the many activities of the club, but most of these are similar to committees of other chambers of commerce and do work of similar character, and thus do not invite detailed discussion.

Without slacking in any degree the strictly commercial activities of the club the organization is interesting itself in numbers of other matters, bearing on the city's welfare.

NOTE.—Mr. Woods is a member of the Rotary Club of Lincoln and Lincoln manager for R. G. Dun & Co.

The committees on Civic Betterment, Health and Sanitation, Fire Prevention, Charities Endorsement, Library, Entertainment, Public Amusement, have titles sufficiently descriptive to suggest their lines of work, which have been efficient and far-reaching. Especial attention, however, is called to the Charities Endorsement committee whose object is to protect generous citizens against tricksters, fakers and incompetents who constantly make appeals for charity.

The club rooms are frequently used as a forum for the discussion of live and interesting subjects and in this sense the club serves in a modified way as a substitute for a town meeting.

The history of the club shows that in the past it has fought successfully for the commercial interests of Lincoln and that largely through its organized efforts the

wholesale and manufacturing interests of the city have been preserved and developed. It is not relaxing in this excellent work and the steady growth and development of Lincoln in the future is assured. But in connection with this it is the more gratifying to be able to record that the club's membership is so diversified and so representative of all the city's interests that it is in a position to contribute powerfully to the city's development from every standpoint.

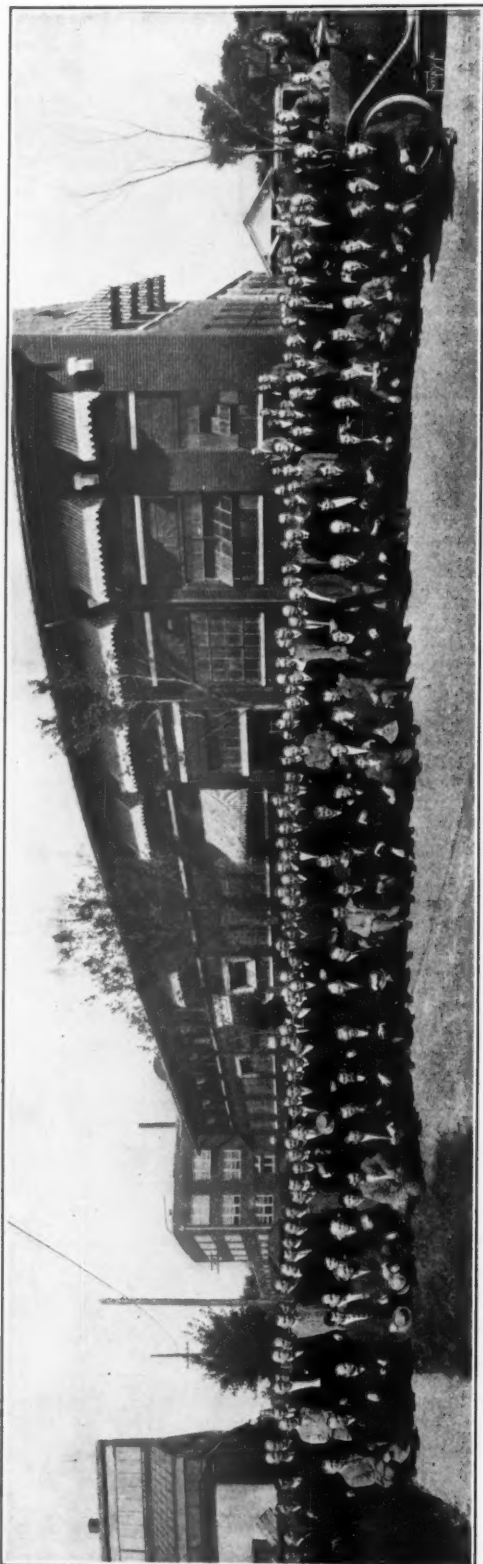
Lincoln is ambitious for a normal healthy growth in size and wealth.

It is equally ambitious to be a clean city, to be healthy, and to be attractive.

It wants an intelligent, competent and self-sustaining and self-respecting citizenship.

The Lincoln Commercial Club is singled out for special tribute for it is helping to realize these aspirations.





Lincoln Rotary Club

ROTARY membership in Lincoln is known as worth while and the club roster shows a membership of 180 representing the diversified lines of industry, trade and professional life in the city. It is an enthusiastic membership; witness the fact that its average attendance at Tuesday noon meetings each week averages upward of one hundred and twenty.

It is a united and working membership that pulls together and in municipal and business activities for the general welfare much is expected of it and much given.

Lincoln Rotary early caught the significance of its organization—the height and depth of that spirit of service and helpfulness that rises so far above the average selfishness. To be quick for service to Rotary and the community, and to succeed in full rounded measure in all undertakings, are recognized achievements of Lincoln Rotary.

The true significance of the symbol of Rotary—the moving and sustaining wheel—is being made an actuality by every member. There is a united sustaining of Rotary philosophy and standards and a constant activity to advance these principles for the largest measure of good. Lincoln Rotary believes that the value of the symbol is accentuated by action.

Lincoln is not a large city but it has made a record in the forty-eight years of its existence. Its Rotary Club is in touch with the city in all its advancement—without jealousies, without criticism. The business life of Lincoln as a whole has learned to appreciate Rotary and its service and Rotary in its turn proposes to deserve all the congratulations.

Lincoln Rotary is becoming more and more cosmopolitan in its relations with the public. It varies its noon day weekly programs by having as guests, as occasions offer, the governor and state officers, the supreme court of the state, the university regents, municipal officials, and always has a welcome for the Rotarian temporarily in the city.

The accompanying illustration shows the club membership together at the time of a visit to one of Lincoln's manufacturing institutions. The club has been enthusiastically in favor of this Lincoln Number of *THE ROTARIAN*. We hope you will like it and enjoy a better acquaintance with the city of Lincoln.

Lincoln, a City of Homes

By Erwin Hinckley Barbour

DOMINATED by colonial instincts, men seek the society of men, and the result is community life established, maintained, and regulated for their mutual benefit. It affords many attractions and advantages and the tendency of the time is strongly toward the urban and away from the rural life.

If this be true then correct city planning and good civic management are of paramount importance. The wholesomeness of a place is based largely upon its municipal control, and the atmosphere upon its institutions. A most portentous movement for civic betterment has swept the country, and its impulse has been felt even in towns and villages. American cities have responded by placing matters of effectiveness and efficiency in the hands of trained municipal architects and engineers. This is timely in view of the fact that during the past twenty-five years German cities have increased in population twice as fast as our own flourishing American cities. This phenomenal growth is generally attributed to the unparalleled ex-

cellence of their municipal plans and management.

The intricate problems of a Greater Lincoln have been put in the hands of competent and experienced designers, and at the end of three years elaborate and far-reaching plans have been drafted. These plans cover the management and distribution of traffic, the location of civic and social centers, warehouses, and manufacturing districts, residential sections, workingmen's homes and garden cities, the distribution of parks, the location of schools and playgrounds, boulevards, and the like. If in addition to large commercial interests a city can have such public institutions as the State Capitol, colleges, and universities, its possibilities for beauty and attractiveness are immeasurably enhanced.

Lincoln is favored above cities of her size in the possession of the following state institutions: The State Capitol, State University, University Farm, Cotner University, Wesleyan University, Union College, three business colleges, two Conservatories of Music, a Military Academy, Penitentiary, Insane and Orthopedic Hospitals and the

NOTE.—Prof. Barbour is a member of the faculty of the University of Nebraska and a Lincoln Rotarian.



In the Residential Section of Lincoln.

State Fair Grounds. The land surrounding all of these public institutions, as well as numerous private ones, are parked, planted, and well kept, thus adding effectively to the tone and appearance of the whole city.

Lincoln has prospered beyond expectation, and in less than fifty years the bare prairie has become a city which is rapidly acquiring a metropolitan air. Such a transformation seems the work of centuries instead of decades.

Lincoln Parks

Like the characteristic prairie town, Lincoln started with a public square, which is now the site of the Postoffice, City Hall and fountain. Aside from this there was but a solitary park two blocks square—the F Street Park—planted with trees which in the pioneer days were dug from the valley of Salt Creek, carried on the shoulders of patriotic citizens, and planted. Since then the park system has grown to such an extent that there are now several thousand acres, if we include public and private parks, and the parked grounds of our institutions.

Antelope Park follows Antelope Creek and is the backbone of the present Lincoln park system. It extends from the main business center southward through the city a distance of more than two miles. Including the Ball Park, twenty acres of parked space around the new High School, and the boulevard, the Antelope Park system contains more than 100 acres. Capital Beach, including the lake, comprises about 1000 acres; Lincoln Park 103 acres; Epworth Park 50 acres; the Country Club 60 acres; F Street Park 10 acres; Lincoln Heights Park 10 acres; Van Dorn Street Park 10 acres; the University Farm 320 acres; and the State Fair Ground 320 acres.

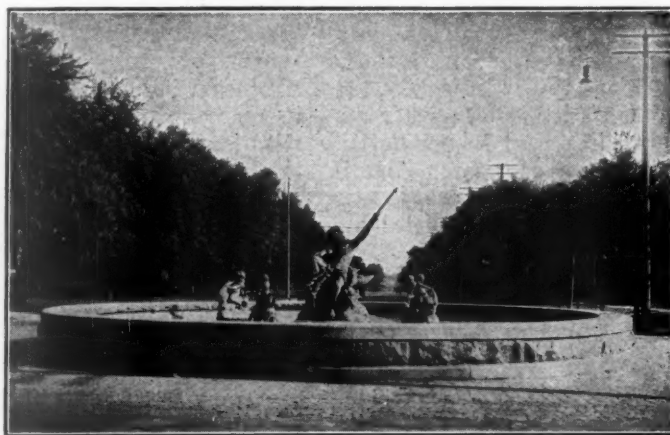
These are supplemented by various large tracts of ground some of them parked and highly cultivated, which surround our public institutions. Two well-parked diagonal boulevards, and one extensive parkway, con-

nect suburban towns, outlying parks, and certain institutions. When the boulevard system projected by the city architect is a reality there will be a belt system of drive-ways connecting the respective park units.

Our City Cemetery deserves to be classed with the park system. It was originally the State Cemetery, which was transferred from the commonwealth to the municipality. Its details have been so carefully studied and the ground so well planted and kept that it has the effect of a park rather than simply a place of burial. Some fifteen acres of its approach are devoted exclusively to parking. The lake, ornamental bridge and beautiful gateway constitute a dignified and artistic approach unequalled by any city of this size.

A number of heavily-forested radiating streams focus in Lincoln. These offer remarkable possibilities for landscape effects.

In addition to all this there are several square miles of inalienable Saline State Lands, which can easily be forested and may be counted a part of the general park system. The latent park possibilities of this city and the



opportunities for beautification are almost unlimited.

Schools and Playgrounds

School architecture, the betterment and beautification of school surroundings, playgrounds and the control of outdoor sports have had very studious consideration during the past five years and the results are marked and gratifying. All school grounds are ample and each is now provided with grass plats and with playgrounds furnished with model outdoor athletic apparatus. School facilities are excellent and the teaching force is counted especially well trained, for it is composed mostly of graduates from the State University, the majority of whom have pursued post graduate courses.

School standards are high. It is possible for pupils to begin with the kindergarten and end with advanced university courses.

Training in art, literature, music, science, and the vocations is available. The new Lincoln High School, now approaching completion, is located in Antelope Park in the center of the city. It has some twenty acres of ground and includes athletic fields, school gardens, outdoor laboratories and the like. Lincoln is distinctly an educational center and the opportunities which it offers for culture and study prove very attractive, and many people move here from towns, farms, and neighboring states.

A City of Homes

Some places are spoken of coldly as cities. Others are more pleasingly known as cities of homes and Lincoln is distinctly such a city. The bulk of our citizens own their own places and take pride in their maintenance. Our people are cultured, educated, refined in their tastes, sober and orderly in their habits, and wealth is so evenly distributed that there is little if any outward evidence

of want. Lincoln is healthful, the air and sunshine invigorating, and the water supply pure.

The streets are broad, clean, well paved and guttered. All of them have wide parked areas bordered with rows of trees. These parked spaces are so ample that many speak of the whole city as a park. The lawns as well as the parked areas are large, well sodded, and decoratively treated with plants and shrubs. From an elevation the city resembles a forest, the trees of which are mostly elm, maple, hackberry, walnut and poplar.

The business streets are modern, well built, and luxuriously lighted. The buildings are rather uniform in height and material. All poles, signs, obtrusive and offensive objects are suppressed. Lincoln is noted as an educational and railroad center, and visitors are always impressed with the opportunities which it offers for commerce, education, and wholesome home life.

Nebraska's Great Record of Production

The following is the record of production from the soil of Nebraska, in the year 1914 and eight previous years, as compiled from government and state statistics and published in the January 1st edition of the Lincoln Trade Review:

Corn	\$90,008,965	Hogs	40,020,785
Wheat	57,593,284	Poultry and eggs.....	42,750,225
Oats	28,445,769	Dairy Products	37,850,600
Barley and rye.....	3,010,687	Seeds	9,425,350
Potatoes	4,251,472	Apples and berries.....	9,500,000
Alfalfa	25,674,440	Sugar beets and canning	
Hay	22,941,499	products	19,235,500
Horses and mules.....	25,362,470	Forage, ensilage and minor	
Cattle	\$34,758,500	crops	20,600,300

Total Production, 1914.....\$471,429,846

Total production, 1914...	\$471,429,846	Total production, 1910...	402,145,536
Total production, 1913...	432,990,098	Total production, 1909...	402,579,085
Total production, 1912...	428,580,080	Total production, 1908...	361,451,012
Total production, 1911...	400,617,140	Total production, 1907...	282,272,279

Rotary

By Dr. Frank Crane

THE ROTARY CLUB is composed of business men. It is an outflowing of the most useful impulse in mankind—the impulse to GET TOGETHER.

The great lesson that the human race is slowly learning is that the betterment of all is accomplished not by competition but by co-operation.

Civilization is at bottom no more nor less than getting together. The more you know men, the better you like them, the more business you can do with them, and the more of a pleasure business becomes.

Most of our getting together has been by classes and cliques. Churches are constructed on sectarian principles; political parties are exclusive and antagonistic, so that the only way we know how to serve the country is to fight each other for it; high society operates in water-tight compartments, the boast of each set being that it does not communicate with the others; almost all social clubs are carefully guarded behind impassable barriers; it seems we cannot have brotherhood except in little groups pledged to hate everybody outside—at least, to ignore them.

The Rotarians have the intergroup idea. In the Rotary Club a man is not mingling with members of his own trade, but with those of other trades.

He is not a printer, baker, lawyer, dry goods merchant, railroad man—he is a human being.

He is constantly brought in touch with the truth that the prosperity of the community does not mean the progress of his own line of business, but the success of all forms of business activity. The Rotary Club is the opposite, or, rather, the complement, the other side, of the guild, the trade union, the bar association, the ministers' union, for it stands for no one section of the world's work; it is for the COMMONWEALTH.

It broadens men without decreasing their individuality. It incites a man to improve his own affairs, yet constantly reminds him that "there are others."

It is the clearing house of all callings, the levelling of all egotisms, the humanizing of all competitions, the equalizing of diverse trends of activity, the hydrostatic paradox of all business.

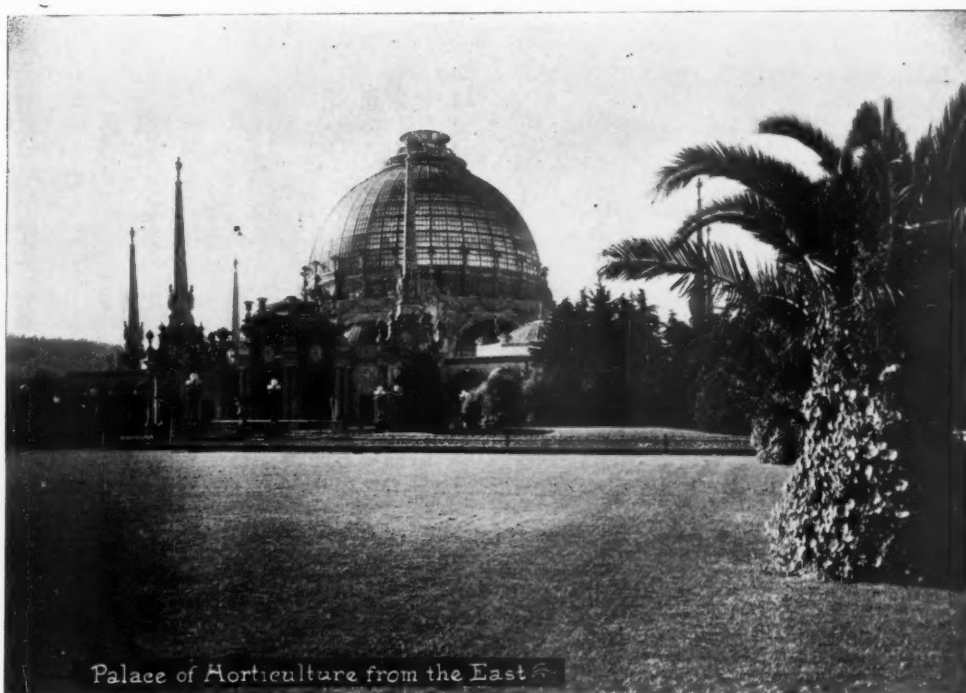
It ranks high among the civilizers. Whatever breaks down hedges between men is a civilizer.

It promotes genuine good fellowship. It establishes an esprit de corps that has no less than humanity for its foundation.

Under its blows of fellowship the pride, arrogance, and selfishness of men are battered down.

Men cannot keep up hate if they become acquainted. "Don't introduce me to that man," said a wit. "I feel it my political duty to hate him. And you can't hate a man when you know him."

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How to See The San Francisco Exposition

By Neill Wilson

SAN FRANCISCO expects much from the International Association of Rotary Clubs.

The city by the Golden Gate never forgets a promise. Five years ago she pledged herself to give the world's greatest show. In fulfillment the spectacle on her bay shore now stands finished and open.

On February 20, when the exposition was thrown open, the Rotary Clubs of the bay cities gathered in front of the speakers' stand with this emblem above them:

The rest of us will be here in July!

Having kept her own promise, San Francisco now looks forward to the redemption of that February pledge by the International Association of Rotary Clubs.

And, gentlemen, she will show you A SHOW!

Inasmuch as the title of this article is "How to See the Exposition," a brief answer should be given quickly—the best way to see it is to come to it.

In gay July, when half the world is in San Francisco and the other half wishing that it were, the International Association of Rotary Clubs will recognize the force of that answer.

The Panama-Pacific International Exposition is too comprehensive and colossal to be merely talked about. It must be toured; days must be given to it; and the best part of the show will still remain uninspected. That part of the show is California herself, with her valleys and her cities; her mountains, and seas and natural wonders generally.

It is becoming positively essential for all good Americans to see California some time before they die—and there never was a better year than this. Railroad rates are low. Everything is spick and span and brightened up for the occasion. Friends are gathering. Congresses and conventions are rallying. Temporarily the center of the part of the world that is at peace has shifted to San Francisco.

So, having arrived, all good Rotarians are advised to pursue the following method in seeing the exposition.

NOTE.—Neill Wilson is a member of the Editorial Bureau of the Panama-Pacific International Exposition, in charge of Hamilton M. Wright, Editor. This article was written especially for THE ROTARIAN.

In the course of time, inspect the inside of eleven exhibit palaces, fifty odd foreign and state pavilions, numerous railroad exhibit structures and the amusement zone.

Stroll in the garden, enjoy the sunshine, listen to the bands and note the external architectural wonders.

Seize an opportunity to cruise about the bay and view the wonder city from that angle.

And finally, do not fail to climb the hills behind the exposition—hills where hang San Francisco's finest residences—and look down upon the domes and towers of the painted city, soon to vanish like a spent bubble.

These things will take time, and a couple of weeks are none too much—in fact, they are ridiculously too little—but by vast energy, and much enthusiasm, and brevity in the matter of sleep, much that is striking about the Panama-Pacific International Exposition may be examined in that length of time.

For the benefit of those who want more detail:

The Panama-Pacific International Exposition was authorized by an act of Congress to celebrate the opening of the Panama canal.

The City of San Francisco and the State of California pledged themselves to do this task in proper shape. They have spent, in the doing, about fifty million dollars.

The exposition will be open until December 4, and while it lasts is affording the greatest opportunity man has ever enjoyed in the study of the arts, industries and sciences of modern times.

It is probable that no exposition has ever enjoyed the wonderful location that belongs to this. In a natural amphitheater formed by the city's residence hills, with the blue waters of the Golden Gate and the opposite mountains for a "back drop," its site in itself is a magnificent spectacle by night and by day.

The grounds cover 635 acres, divided into three sections. In the center are grouped the eleven great exhibit palaces, with Festival Hall, the courts, lagoons, and gardens. To the west spread the imposing foreign and state pavilions and marvelous live stock show. To the east lie the 65 acres devoted to amusement concessions.

The dominant architectural feature of the exposition is the Tower of Jewels, 433 feet high, flanked by eight of the exhibit palaces in the form of a vast quadrangle.

By night the exposition is a miracle of beauty. A billion and a half candle power goes into the searchlights which play colored lances upon the clouds. All the buildings are lighted indirectly and their outside facades are bathed in an ethereal glow. To see the exposition by night is to witness something absolutely new under the sun.

By day the buildings are colored as the lily. This exposition presents no white facades, no staring walls. All is soft, colored, in Pompeian reds and in blues and apple-greens that delight and feast the eye.

The exhibit palaces deserve to consume much time at this exposition, marvelous as are the external beauties.

The Palace of Fine Arts is at the west end of the central grounds with a lagoon between it and the quadrangle of palaces. It is eleven hundred feet long. It contains 119 rooms, crammed with the choicest in modern art and the finest in older schools that has ever reached the west.

Festival Hall contains seats for 3,000 persons, has the seventh largest organ in the world, and is one of the centers of musical activity at the exposition.

The other music center is Old Faithful Inn, in the Yellowstone Park Exhibit of the Union Pacific system, where the Official Exposition Orchestra of 80 members under Max Bendix and Auguste Bosc plays twice daily.

The Palace of Horticulture covers over five acres. It is surmounted by a glass dome 186 feet in height, one of the greatest ever constructed. The building is approximately 672 feet in its dimensions, and contains all that is loveliest and most valuable in fruits and flowers.

The exposition auditorium is a permanent building, erected at the Civic Center of San Francisco, at a cost of \$1,000,000 which the exposition paid as a gift in perpetuity to the exposition city. The structure is able to accommodate 12,000 persons.

The Palace of Machinery is the largest wooden building in the world. It is 968 by 368 feet. A mile and a half of cornices were used in its construction. Four carloads of nails hold it together. It houses the greatest exhibit of machinery ever collected by man.

The California building, hostess structure of the exposition, covers a site of 435 by 707 feet, and is designed after the fashion of California's famous missions. Its fittings and erection represent a cost of \$2,000,000. It houses the county displays, has the expo-



Avenue of Progress.

sition's chief ballroom, and is the scene of constant gaiety.

Education and social economy, agriculture, food products, transportation, mining, liberal arts, varied industries, and manufactures each have special 5-acre palaces, erected in the quadrangle that pivots about the Tower of Jewels.

This year is seeing more than 600 congresses and conventions in the exposition city. It is seeing gaiety, education, pageantry, such as no city probably ever before witnessed. It is the year of years in the city of cities in the far west, the land of Bret Harte and Mark Twain, of romance and color and prodigious enterprise.

In the matter of accommodations, an offi-

cial hotel bureau will be pleased to explain to all Rotarians full details concerning reliable moderately-priced places. All railroads will be delighted to compete for your travel.

The Inside Inn, a hostelry of 1100 rooms within the walls of the exposition, is prepared to take care of you in first-class shape.

Inside and outside the grounds, dining facilities will be found excellent. The Union Pacific's Old Faithful Inn, an exact reproduction of the original Old Faithful Inn at the Yellowstone, offers the official orchestral music and the finest cuisine within the grounds.

It is repeated—the best way to see the exposition is to come to it!

Basford Visits Exposition

The Wonderful Lighting Effects at San Francisco

Here is an interesting bit of Exposition news from Rotarian Basford of the International Program and Topics Committee.

Dear Perry: I have been at the Exposition nearly every day since it opened and have seen it grow from almost the first stick of timber laid but it is a never-ending wonder to me.

The things to be seen and the wonderful lighting effects draw you to it day after day. I never have been able to get enough of it.

The searchlight colors thrown on the clouds and under a special arrangement of steam, besides smoke bombs that are shot up into the air, combine to produce something indescribable. The searchlights have a combined candle power of 2,600,000,000. The entire sky is lighted up and under favorable conditions the great fan of light can be seen forty (40) miles away.

The lighting effects in the courts are simply wonderful. Take for instance the Court of Abundance where they have arranged a series of large urns, from which apparently red fire is burning, but in actual fact there are red colored electric lights with steam slowly rising out of the urns and this produces the effect.

In the tower of the Court of Abundance, this effect is reproduced in large braziers—the effect being a burning torch, but which

is in reality again colored lights with steam slowly rising from it.

Around the Court are large urns which are encircled with snakes, whose heads look down into the urns and then emit fire from their tongues. The effect is inconceivable.

Just now the hyacinths are in blossom, there being 200,000 of these in one court. You can tell anyone truthfully who is interested that if they can get nothing more out of this Exposition than the beauty of the lighting scheme, it would pay them to go around the world to see it.

To go into these Courts at night and take in the detail of their lighting beauty simply makes a man wonder how human imagination could have conceived it all. It is so beautiful that it impresses one with a sort of reverence.

Yours very truly,

(Signed.) H. R. BASFORD.

P. S. Don't let our friends forget the "post-convention" automobile trip to Big Basin and Santa Cruz and the Big Trees and the dance on the carpet of needles from the trees. The two groves of Big Trees which will be visited are practically the largest in the world. The trees are not only big but are beautiful and you don't have to journey up into the high Sierras in order to see them.—H. R. B.

Prize Winning Pictures of 1914 Convention

Prior to the Houston Convention we offered a first, a second, and five third prizes to those Rotarians who would take pictures at, en route, or returning from the Houston Convention and send them in for use in THE ROTARIAN. The award of the prizes has been somewhat delayed, but it is as follows:

- 1st Prize—Geo. R. MacClyment of Peoria.
- 2nd Prize—Tom Phillips of Chicago.
- 3rd Prizes—Harold A. Taylor of San Diego.
C. R. Blackburn of Houston.
Geo. Wasson of Kansas City.
Gratton E. Hancock of Denver.
John O. Knutson of Sioux City.

Prize Picture Contest for 1915 Convention

We will have another prize contest over pictures for THE ROTARIAN taken at the San Francisco-Oakland Convention of this year.

Trade and Professional Section Meetings

Great enthusiasm being manifested for the coming meetings
of the sections at San Francisco.

THE Rotarians whose names are given below are particularly active Rotarians at this time. Each one is chairman of his trade or professional section in Rotary. In each section there are from a score to two hundred Rotarians.

It is the chairman's work to provide a program of topics for discussion at his section meeting during the San Francisco convention and to stimulate the attendance of the members of his particular section at the convention.

Monday forenoon the entire convention will assemble as one body in the big municipal auditorium. Monday afternoon the convention will split into a hundred or more small bodies (some sections may consolidate for meeting purposes) at the office or place of business of San Francisco or Oakland Rotarians who are in the respective occupations of the various sections. This will be the opportunity for men engaged in the same kind of work to meet their co-workers from many widely separated cities.

Section.	Chairman.	Address.
ABSTRACTS	Howard W. Cowell, 74 N. 1st Street, San Jose, Cal.	
ACCOUNTANTS	E. G. Shorrock, 625 Central Bldg., Seattle, Wash.	
ADDING MACHINES	W. R. Greenwood, 214 Levy Bldg., Houston, Texas.	
ADVERTISING AGENCIES	John Sparrow, Am. Trust Bldg., Birmingham, Ala.	
ADVERTISING NOVELTIES	Ellis A. Turner, 312 Southern Pac. Bldg., Houston, Texas.	
ADVERTISING—OUTDOOR	Max Jacobs, P. O. Box 526, Houston, Texas.	
AGRICULTURAL IMPLEMENTS	Howard Mitchell, Main & Carter Sts., Chattanooga, Tenn.	
AMUSEMENT PARKS	George J. Breinig, P. O. Box 214, Houston, Texas.	
ARCHITECTS	Perseo Righetti, Phelan Bldg., San Francisco, Cal.	
ARTIFICIAL LIMBS	P. W. Kittrell, 303 San Jacinto St., Houston, Texas.	
ARTISTS	Sam Kaiser, 507 1/2 Travis St., Houston, Texas.	
ASSAYERS and CHEMISTS	W. N. Forbes, P. O. Box 152, Houston, Texas.	
ATTORNEYS-AT-LAW	R. E. Westfall, 8 E. Long St., Columbus, Ohio.	
ATTORNEYS—PATENT	Wm. A. Cathey, 708 Kress Bldg., Houston, Texas.	
AUCTIONEERS	W. D. Gordon, 1004 Metropolitan Life Bldg., Minneapolis, Minn.	
AUTOMOBILE ACCESSORIES	G. W. Hawkins, 920 Rusk Ave., Houston, Texas.	
BANKERS	Rufus F. Chapin, Tribune Bldg., Chicago, Ill.	
BARBERS	H. A. Torbet, 32 N. Robinson, Oklahoma City, Okla.	
BLACKSMITHS	Ed. Isaac, 108 Preston Ave., Houston, Texas.	
BLUE PRINTS	W. P. Cottingham, 610 Fannin St., Houston, Texas.	
BOOKS	D. P. Sites, 105 Jefferson St., Roanoke, Va.	
BRASS WORKS	Thomas C. White, 515 Louisiana St., Houston, Texas.	
BRICK	O. S. Cooke, P. O. Box 1262, Houston, Texas.	
BRIDGES	W. W. McCreary, P. O. Box 176, Spokane, Wash.	
BROKERS—MERCHANDISE	M. J. Martin, A. G. Howell & Co., Houston, Texas.	
BROKERS—STOCKS and BONDS	T. F. Denman, 301 Union National Bank Bldg., Houston, Texas.	
BROOMS and BRUSHES	Jas. B. Fitch, Edgewood Ave. & Blvd., Atlanta, Ga.	
BUILDERS	G. C. Street, Jr., 523 Beatty Bldg., Houston, Texas.	
BUSINESS COLLEGES	T. B. Bridges, San Pablo Ave., at 16th St., Oakland, Calif.	
CASH REGISTERS	R. E. Parsons, 911 Grand Ave., Kansas City, Mo.	
CEMENT	G. S. McLanahan, 816 Commerce Bldg., Kansas City, Mo.	
CLEANING & DYEING	Sam Thompson, 210 San Jacinto St., Houston, Texas.	
CLERGYMEN	Rev. E. Combie Smith, 2916 Olive St., Kansas City, Mo.	
COAL DEALERS (Wholesale & Retail)	Lige Coles, 32 Chartres St., Houston, Texas.	
COFFEE & TEA	S. J. Wines, 724 Seventh St., San Diego, Calif.	
COMMERCIAL SECRETARIES	E. M. McMahon, Madison Board of Commerce, Madison, Wis.	
CONFECTIONERY	Chas. J. Meakin, 517 Race St., Cincinnati, Ohio.	
CONTRACTORS	Ed. T. Barden, 111 Main St., Houston, Texas.	
DANCING & DRAMATIC ART	Harl T. Brown, 816 Riverside Ave., Spokane, Wash.	
DENTISTS	J. B. Fickes, 727 City National Bank Bldg., Omaha, Neb.	
DETECTIVES	R. C. Schindler, 149 Broadway, New York, N. Y.	
DRUGGISTS—RETAIL	A. E. Kiesling, 504 Main St., Houston, Texas.	
DRUGGISTS—WHOLESALE	Walter P. Parker, P. O. Box 290, Halifax, N. S.	
ELECTRICAL SUPPLIES	O. C. Turner, 18-20 S. 20th St., Birmingham, Ala.	
ELECTRIC LIGHT & POWER	D. A. Hegarty, Electric Bldg., Houston, Texas.	
ELEVATORS	H. T. Johnson, 317 Dalziel Bldg., Oakland, Calif.	
ENGINEERS—CIVIL	Guy V. McClure, City Hall, Oklahoma City, Okla.	
ENGRAVERS	E. S. Parker, 1216 Howard St., Omaha, Neb.	
EXPLOSIVES	J. G. Blaffer, Cotton Exchange Bldg., Houston, Texas.	
FIVE and TEN CENT STORES	George McCleery, S. H. Kress & Co., Birmingham, Ala.	
FLORISTS	R. C. Kerr, Main & Kinney, Houston, Texas.	
FRUIT	H. B. Williamson, 408 1st National Bank Bldg., Houston, Texas.	
FUNERAL DIRECTORS	L. C. Puckett, 1616 Washington St., Waco, Texas.	
GARAGES	W. A. Horrell, Arizona Club, Phoenix, Ariz.	
GAS LIGHT and POWER	F. A. Leach, Jr., 13th and Clay Streets, Oakland, Cal.	
GLASS	H. F. Conly, 1916 Railroad Ave., Seattle, Wash.	
HARDWARE—RETAIL	J. B. Adoue, 700 Main St., Houston, Texas.	
HARDWARE—WHOLESALE	R. A. Stacy, 700 Willow St., Houston, Texas.	
HATS	Geo. S. DeRouville, 472 Broadwav, Albany, N. Y.	
HOTELS	Houstoun R. Harper, Manager Hotel Patten, Chattanooga, Tenn.	
ICE	W. H. Irvin, Railroad & Hemphill Sts., Houston, Texas.	
INSURANCE—ACCIDENT	Oswald Becker, Putnam Bldg., Davenport, Iowa.	
INSURANCE ADJUSTERS	R. S. Yocum, 2702 San Jacinto St., Houston, Texas.	

INSURANCE—FIRE	Henry Greenfield, 210 Union National Bank Bldg., Houston, Texas.
INSURANCE—LIFE	John Dolph, Mupsey Bldg., Washington, D. C.
IRON & STEEL	Chas. P. King, Candler Bldg., Atlanta, Ga.
JEWELERS	Geo. U. Lansdowne, 819 Main St., Houston, Texas.
LAND COMPANIES	Chas. A. Tuttle, 303 Jackson St., St. Paul, Minn.
LANDSCAPE ARCHITECTS	I. M. Johnson, 411 Moore-Burnett Bldg., Houston, Texas.
LAUNDRYMEN	O. J. Fee, 333 No. 12th St., Lincoln, Neb.
LIGHTING FIXTURES	J. C. English, E. Irving & Union Ave., Portland, Ore.
LIVE STOCK	J. W. Dice, 1035 N. Emporia, Wichita, Kansas.
LOANS	Hudson P. Ellis, 707 Union Bank Bldg., Houston, Texas.
LUMBERMEN	F. E. Golding, 524 I. N. Van Nuys Bldg., Los Angeles, Calif.
MACHINERY—CONSTRUCTION	Carl L. Bradt, 409 1st National Bank Bldg., Houston, Texas.
MACHINERY—ICE	J. S. Louis, The Triumph Ice Machine Co., Cincinnati, Ohio.
MACHINERY—MISCELLANEOUS	F. C. Richmond, 117 W. 2nd So., Salt Lake City, Utah.
MILLINERY	H. G. Lyman, 1120 16th St., Denver, Colo.
MUSICAL INSTRUCTION	T. H. Fillmore, 325 Blanchard Hall Bldg., Los Angeles, Calif.
MUSICIANS	Emmet Lennon, Electric Bldg., Houston, Texas.
NEWSPAPERS—ADVERTISING DEPTS.	Fred C. Millis, Chronicle Bldg., Houston, Texas.
NEWSPAPERS—EDIT. & EXEC. DEPTS.	Frank P. Glass, The Birmingham News, Birmingham, Ala.
OFFICE EQUIPMENT	Ivan E. Allen, Marietta & Forsyth Sts., Atlanta, Ga.
OPTICIANS & OCULISTS	John C. Eberhardt, 920 Reibold Bldg., Dayton, Ohio.
OSTEOPATHS	Dr. E. R. Proctor, 27 E. Monroe St., Chicago, Ill.
PAINTS & VARNISHES	E. H. Ward, 11th & Howard Sts., Omaha, Neb.
PAPER	T. A. Andrews, Washington & 5th Sts., Houston, Texas.
PHOTOGRAPHIC SUPPLIES	T. O. Babb, 510 South Broadway, Los Angeles, Calif.
PHYSICIANS—EYE, EAR, NOSE & THROAT	Dr. Wallace Ralston, 419 Kress Bldg., Houston, Texas.
PHYSICIANS—GEN. PRACTITIONERS	Dr. Roy D. Wilson, Houston, Texas.
PHYSICIANS—SPECIALISTS	Dr. Harvin C. Moore, 912 Union National Bank Bldg., Houston, Texas.
PIANOS & ORGANS	John Turner, P. O. Box 877, Tampa, Fla.
PLUMBERS	J. E. Fisher, 910 Fannin St., Houston, Texas.
PLUMBING AND HEATING SUPPLIES	Frank A. Stevens, 258 So. Los Angeles St., Los Angeles, Cal.
POSTMASTERS	Marshall D. Carlisle, U. S. Postoffice, Houston, Texas.
PRINTERS	Gifford M. Booth, 124 So. Lawrence, Wichita, Kan.
PRODUCE	C. S. Blackburn, 26 South Front St., Memphis, Tenn.
PUBLISHERS	W. M. Harper, 1120 Franklin Ave., Houston, Texas.
REAL ESTATE	George M. Woodward, 209 Lumbermans Bank Bldg., Houston, Texas.
REFINERIES	R. E. Armstrong, 3rd Floor Jones Bldg., Houston, Texas.
RESTAURANTS	August Janssen, Broadway & 30th St., New York, N. Y.
RUBBER GOODS	J. A. MacMillan, Kiser St., Dayton, Ohio.
RUBBER STAMP MANUFACTURERS	E. M. Tilden, 725 13th St., Washington, D. C.
SHOES (Wholesale and Retail)	J. E. Brecheisen, 215 West Broadway, Muskogee, Okla.
SIGNS	J. W. Smith, 608 LaBranch St., Houston, Texas.
SURETY BONDS	H. S. Shelor, 905 Barnes Bldg., Muskogee, Okla.
TELEPHONE SERVICE	J. E. Franklin, 951 Sixth St., San Diego, Cal.
THEATRES—REGULAR	Wm. Morris, New York Theatre, New York, N. Y.
TOWEL SUPPLY	J. N. Borroughs, 28th and Filbert Sts., Oakland, Cal.
TRANSPORTATION—STREET & INTERURBAN	F. R. Coates, The Toledo Rys. & Light Co., Toledo, Ohio.
VEHICLES	A. J. Bertrand, 101 Crawford St., Houston, Texas.
WAREHOUSEMEN (including Storage and Transfer Companies)	V. O. Lawrence, 547 Poplar St., Oakland, Calif.
Y. M. C. A.	S. W. McGill, Secy. The Nashville Y. M. C. A., Nashville, Tenn.

Chairmen Wanted

For Trade and Professional Sections

For each of the trade and professional sections in the following list a chairman is wanted to take charge of the section meeting during the San Francisco Convention, work up a program for the meeting and stimulate an interest in the section meanwhile. Are there any volunteers? Address Headquarters, 910 Michigan Ave., Chicago, U. S. A.

Art Goods	Express	Railroad Executives
Automobiles	Fire Extinguishing Apparatus	Railroads, Freight Depts.
Bags	Flour	Railroads, Passenger Depts.
Bakers	Furniture	Roofing
Bands & Orchestras	Furs	Safes & Vaults
Beds & Bedding	Grain & Hay	Sash & Doors
Beverages	Grocers (Retail)	Scales & Weights
Boilers & Tanks	Grocers (Wholesale)	Seed
Bookbinders	Harness	Soap
Boxes	Heating	Sporting Goods
Brewers	Ice Cream	Stationery
Building Supplies	Lithographers	Stoves
Butchers	Men's Furnishings	Tailors
Chemicals	Mercantile Agencies	Taxicab Service
Chiropodists	Metal Manufacturing	Telegraph Service
Cigars & Tobacco (Retail)	Mineral Water	Tents & Awnings
Cigars & Tobacco (Wholesale)	Monuments	Theaters—Motion Pictures
Clothing	Motors	Tool Manufacturing
Collections	Oil	Trunks & Bags
Creameries & Dairies	Office Supplies	Universities & Colleges
Crockery & Glassware	Packers	Vacuum Cleaners.
Dry Goods (Retail)	Painting & Decorating	Wall Paper
Dry Goods (Wholesale)	Paving	Water Transportation
Duplicating Machines	Photographers—Commercial	Wines & Liquors
Engineers—Consulting	Photographers—Portrait	Wire Gords
Engines	Surgeons	Women's Clothing
Envelopes & Containers	Pictures & Picture Frames	

Greater Rotary—Better Rotary



"Where there is no vision the people perish" — Proverbs, 20:18.

THE ROTARIAN presents, a continuation of the discussion of "Greater Rotary—Better Rotary." First there is the reply of Past International President Russell F. Greiner to Mr. Skeel, made at the Wichita Conference. Following this is a contribution from John L. Hall of Seattle—"The Vitality of Rotary"; then a brief contribution from Allen D. Albert—"Once a Rotarian, Always a Rotarian, if Worthy of Rotary" which suggests possible constitutional changes; and last a contribution from J. Scott Anderson of Gloucester, (N. J.)—"In a Representative Capacity." These contributions are presented without approval or disapproval, but for the information of our readers.—Editor's Note.

Rotary's Restricted Membership

By Russell F. Greiner

THE feelings which are uppermost in my mind at this moment are those of gratification and hopefulness—gratification, because Rotary, in the ten years of its existence, has made such wonderful progress, especially in the section of the country represented in this Conference—hopefulness, because every week, every month, every year and every gathering of Rotarians develops some new phase or form of doing good.

The prospects for a greater Rotary were never brighter than today, and all the Clubs seem filled with a heroic desire to do real things of service for their fellows, their cities, their state, their country and the world.

All that I dare hope the presentation of my views on Greater Rotary may do, will be to start a full and free discussion among the Rotarians here assembled, many of whom are better able to handle this subject than myself.

Last October Mr. Skeel mailed me a copy of his address printed in THE ROTARIAN in December, and with it a letter in which he more definitely outlined his plans, but from which I do not feel privileged to quote except to say, that his plans as outlined in the letter no more met with my endorsement that did those in his printed article.

I do want to impress upon you, however, that Mr. Skeel has not definitely determined upon a plan of unrestricted membership, but

has proposed it through this address for the purpose of starting a discussion, feeling that the time was ripe. He says in the letter, dated October 23rd: "If my idea is theoretically right it may be a matter of time to work the proposition out in an educational way to the point where we can safely put it into practice."

I can pay no greater compliment to Rotarian Skeel than to tell you that among the men who participated in the organization of the National Association of Rotary Clubs at Chicago in August, 1910, he is one of the few who still retains his position as a leader in the movement. His activity in Rotary has never been based upon selfishness. Notwithstanding the fact that he was defeated for the presidency at Buffalo, he continued his splendid interest and gave freely of his marked ability to promote the success of the administration and to encourage all Clubs and individual Rotarians to do the same.

Ernest Skeel has been a prominent figure in Rotary from its very beginning. He has served as President of the Rotary Club of Seattle, and has been a delegate to every National and International Convention. He has attended all of them except Houston, at which he was unable to be present owing to an important case in court. At the Chicago Convention he served as Chairman of the Committee on Permanent Organization and as a member of the Committee on Constitution and By-laws. At the Portland, Duluth

NOTE.—Address delivered by Past International President Greiner at Wichita Conference, in reply to Mr. Skeel's article "Greater Rotary."

and Buffalo Conventions he served as Chairman on the Committee on Constitution and By-Laws. It was my great pleasure and splendid honor to last year make him Chairman of the Committee on Publicity and General Information.

I have had many idols in Rotary, many Rotarians I have never met, but have learned to love and admire on account of their written expositions of Rotary principles. With sincere regret I must confess that a number of these idols have been shattered. I have found that when the acid test was applied to some of them and the advancement of their interests must be brought about through unfair treatment of fellow Rotarians, the acid penetrated the thin plating of sincerity and they did not measure up to their own preachments, and all too easily they forgot that the Golden Rule was the foundation principle of Rotary.

I want to proclaim that Ernest Skeel was from the beginning of my interest in Rotary one of my idols and still occupies a lofty pedestal, and I believe is a thoroughly honest and an absolutely sincere Rotarian. I want to assure you in no uncertain language that he is not playing to the gallery, talking for publication, or throwing sop to those outside of Rotary. He is talking his real convictions to Rotarians.

It requires considerable ego on the part of a humble layman like myself to even attempt to answer such an analytical brief as that submitted by the trained mind of a clever lawyer but I recklessly attempt the duty assigned me at this Conference.

Mr. Skeel's address reminds me of a poem written a number of years ago by Howard Saxby, of Cincinnati and addressed to the late Colonel Ingersoll:

*I heard you last night, Colonel Robert,
You handled your subject with care;
The words from your mouth flowed like honey,
As you jollied poor dead old Voltaire.
I have never disputed your talent,
And although you have fallen from grace
And do not believe in the Bible,
What book do you give in its place?*

*What use are your fears and dissensions?
They bother a man all his life;
When peace by the Bible is offered,
Why lie on a pallet of strife?
Don't imagine I'm mad when I tell you
I think, Bob, you're off your base,
When you take from a patriot his country,
And give him no land in its place.*

It is my sincere hope that this Conference will develop into an impartial and unprejudiced discussion of Mr. Skeel's address on

a Greater Rotary, and it is my firm belief that this wide-spread discussion of Rotary's plan of organization and membership will but emphasize that it is now a settled conviction that our plans and methods are right, and that the greater possibilities of Rotary can best be realized and more thoroughly developed through our present plan of a limited membership.

Mr. Skeel, in the opening of his article, states that while it is the basic principle of every Rotary Club to limit its membership to one representative from each line of business or professional pursuit, it is not a requirement placed on the local Clubs by the Constitution of the International Association, or by any enactment of the International Association.

He sets up the claim that the principle of limited membership is one inaugurated by the earlier Clubs, and by force of example adopted by each affiliating organization.

I would respectfully call Mr. Skeel's attention to the Rotary Platform, adopted at the Portland Convention in 1911, and revised by the Duluth Convention in 1912, and continued as the Platform by both the Buffalo and Houston Conventions. If my memory serves me correctly, Mr. Skeel was either editor or associate editor of that Platform. This Platform has at all times been given wide publicity and I feel sure has always been looked upon as a legal enactment of the Association. Therein I find this sentence:

To accomplish this purpose more effectively the principle of limited and representative membership has been adopted, the Rotary club consisting of one representative from each distinct line of business or profession.

As further proof that this principle is the basic law of the organization, I would call your attention to the fact that not a single Club during the past two years has been admitted to affiliation with the International Association that has not been compelled to subscribe to this principle, incorporate it in its Constitution and By-Laws and submit to the Executive Committee of the International Association a list of their members and their business as proof that dual classifications did not exist. I right now recall one Club that was refused affiliation last year on account of their having twenty men of one profession as members. If precedent assists in the establishment of a law, I think our past performance is proof that limited membership is now and always has been an established principle of Rotary.

I have reviewed Mr. Skeel's many valuable

contributions to Rotary literature, but am unable to find more than two references on the limited membership feature. I feel that both of these references are commendatory rather than condemning.

My position as an International officer during the past two years probably gave me a better opportunity to judge the strength and ability of various clubs to do things than a fellow Rotarian whose activity has been confined to his own Club. I want to say to you that the Clubs that have made slow progress and achieved but indifferent results are those whose By-Laws covering the qualifications and election of members were written before the International Association had authority to pass upon them before allowing affiliation. They have By-Laws which are either very elastic or else their interpretation of them has varied with the strength of the candidate's pull.

The great Rotary Clubs who do things are those which have hewn to the line and have carefully guarded against dual classifications. Absolute adherence to the principle of restricted membership may cause you to occasionally turn down a friend, but this, the cardinal principle of Rotary, will put a value on our membership, which will cause all of us to guard our own.

In that masterly address of Paul P. Harris, "The Scientizing of Acquaintance and Service—the Dynamics and Harmonics of Rotary," delivered at the Duluth Convention, he says: "In Rotary, the businesses of members do not duplicate; they supplement each other. This arrangement makes possible the maximum of efficiency in our machine." And he also dwells upon the development of efficiency through the acquaintance of members and such other things as are in harmony with the purposes and ideals of our organization. Could you imagine such efficiency as he describes being brought about through an unlimited membership?

I take up that wonderful analysis of Rotary by Glenn C. Mead in his presidential address at Buffalo, and do not find a single thought suggesting the changes proposed by Mr. Skeel. On the contrary Mr. Mead emphasizes the advantages of our present basis of membership.

I review with care Allen Albert's famous address at Buffalo, "The True Meaning, Purpose and Opportunity of Rotary," but am unable to find a suggestion of changing this firmly established principle of Rotary. I do find, however, a very hearty endorsement of our limited form membership.

I have been privileged to an intimacy with President Mulholland that I am sure has been accorded but few Rotarians outside of his own Club. I have heard many of his wonderful addresses, have discussed with him privately all phases of Rotary, and for many months have enjoyed the great pleasure of frequently exchanging letters with him covering every principle of Rotary, and I do not recall a single instance where he has not enthusiastically endorsed limited membership in no uncertain language.

Mr. Skeel says: "Participation in civic and charitable enterprises is not the secret of Rotary's success." This, he says, can be duplicated to a greater or less extent in practically every organization. I claim that such work cannot be as efficiently handled as in Rotary, for in no other organization is there the unanimity of action that is found in our Clubs when they take up work of this character, largely owing to the fact that no competitive jealousies exist in our ranks.

Mr. Skeel says: "Wholesome recreation is a feature of our meetings," but he also claims that that is not the reason that 150 Clubs have grown up spontaneously in the United States, Canada and abroad. This, he says, can be duplicated at any social Club. Again I take issue with our good friend, and I ask any Rotarian here, or in the wide world, if he ever belonged to an organization where the wholesome and vitalizing recreation flowed as freely as at a Rotary gathering? I claim that Rotary has originated more unique stunts of entertainment devoid of horse play, that appeal to men from all walks of life, than any organization the world has ever known.

Taking from us with one fell swoop two of the unique and distinctive features of Rotary activity and labeling them as commonplace, he boldly states that Rotary in but two respects differs from any other Club or association, that is in its form of organization as to membership qualifications and the purposes it seeks to achieve. These he classes as the two distinctive features of Rotary, and then proceeds to eliminate the one that to my mind far outshines them all, that of limited membership, and then, like Colonel Ingersoll, he gives us nothing in its place.

According to Mr. Skeel, the Rotary Club is nothing more than a business club. A commercial club is a business club, an ad club is a business club, a manufacturers' club is a business club, all of whom have efficiency discussions, preach improved conceptions of service and promote acquaintance features.

Then, according to the theory advanced by Mr. Skeel, all of you men belonging to any of the above organizations are but duplicating your membership in Rotary.

Forms of organization in all associations of the past may be merely incident to the working out of its principles, but Rotary is a departure from all precedent, and its effective work and startling enthusiasm are largely due to its unique plan of organization.

While it is impossible for me to formulate a convincing answer to Mr. Skeel's statement that Rotary has succeeded in spite of its artificial restrictions on membership and not because of it, I feel that I am just as privileged to say that it has succeeded on account of its restricted membership as it never would have without it. He deplors what he calls the unnatural restrictions which prevent many honest, progressive and ambitious men from participating in the benefits of Rotary. He and I may not be eligible to membership in the Sons of the Revolution, the Sons of Veterans or Spanish War Veterans, but does he believe that our being barred from these organizations makes us any the less patriotic?

I would say to his friends outside of Rotary what I said to friends of mine who organized a club in Kansas City along supposedly Rotary lines: "Go to it—if Rotary is a good thing for me it is a good thing for you."

I, fortunately, am one I believe of many thousand of Rotarians who have not aroused the enmity of men outside of Rotary. No one in Kansas City has been more aggressive or been given more publicity on account of their connection with Rotary than myself, but I do not think it has cost me a personal or a business friendship. I would ask you men who may have made some enemies an account of Rotary, would you trade your friendships made in Rotary for the friendships you have lost outside of it?

I am inclined to agree with Mr. Skeel that present industrial conditions have in part contributed to the success of Rotary, and I most heartily endorse the splendid argument he offers as to the need of an organization whose purposes are to bring about improved standards of business efficiency. In calling our attention to improved transportation, multiplicity of invention, substitution of machinery for hand labor, he says that the business world is engaged in a race for efficiency, and service is coming more and more to dominate every form of industrial enterprise.

Coupled with this statement he calls our

attention to the fact that competitors must be alive to the necessity of study of production, transportation, salesmanship, office methods, etc., and that the alert business man must study other men's lines, for the underlying principles of efficiency are the same for the merchant, manufacturer and the service man.

That is where the limited membership, to my mind, is most truly effective. Surrounded with a body of men, not competitors, he is ready and willing to tell them of some discovery of his in the development of efficiency that he would not tell a gathering of competitors.

He says that other commercial organizations work along lines of civic development, social clubs—along lines of recreation and lodges along lines of fraternalism, and that there is no other organization of general membership of national or international membership, the keynote of which is business. Open the doors of Rotary to everyone, and while you become a rival you will surely occupy a position of less importance in your community than the central business organization.

Mr. Skeel in positive terms states that he believes the time has come when this restriction on membership should be removed and the doors should be open to every progressive and reputable business man, subject only to such restrictions as to total size as will permit its becoming unwieldy and as to equality of representation as will prevent the domination of any business or profession.

Now, I want to leave to you if that is not but squeezing out of our membership all of the enthusiasm and value it may possess, taking from us the most unique feature of Rotary and still attempting to retain it. How can we throw it open to everybody and still subject it to reasonable restrictions? He plainly implies that we will have to bar some to prevent it becoming unwieldy and to prevent the domination of any business or profession, while in the previous paragraph he preaches against our unnatural restriction which prevents many honest, progressive and ambitious business men from participating in the benefits of Rotary.

Where, oh where, Mr. Skeel, is the unnatural restriction to leave off and the natural restriction to begin? Who is to say who are the honest, progressive and ambitious men worthy of Rotary? With your reasonable restriction would you still not arouse the suspicion of the public and the enmity of many leading men whose vision

would not be any clearer as to the restriction to five men in a line than it was to one man in a line.

If Mr. Skeel was outside of Rotary and the Seattle Club elected five lawyers to membership, overlooking him, would he feel more friendly to Rotary than if they had but one lawyer member and selected some one other than himself? I might feel that I was not the leading lithographer in Kansas City, but I certainly would be peeved if a club named the five leading lithographers and left me out.

It is with great hesitancy and with absolutely no intent to injure the feelings of any Rotarian that I feel called upon to most forcefully present the evils of a wide-open membership by naming two classifications in Rotary Clubs, which, on account of the diversified branches of their profession and business are more largely represented than any other lines. Doctors and insurance men are more numerous in all Rotary Clubs than any other profession or business, and I want to say to you that on account of the liberal construction of their classification they have come to dominate many clubs, and during my term as International President I found that internal disturbances were in almost every instance attributable to either one or the other of these classifications. Is not that convincing evidence of what we might expect if restrictions were eliminated? It makes no difference what our line of business, we are no different in our make-up from the doctor and the insurance man.

Who is the most popular man in your Club? Is he the man who is the best dresser? The man who spends the coin of the realm with the most lavish hand? The man who boasts of his social position or his ancestry? No. The most popular man of this Club is the one who is thoroughly inoculated with the true spirit of Rotary, and is entirely unconscious of himself, forgetting self in thinking of others.

In looking over the roster of the Kansas City Club I find thirty-six members who either have no competition, having nothing to sell members, either service or merchandise, or represent some natural monopoly. Now why should they be Rotarians if the organization is founded on selfishness? Why do they not belong to other commercial organizations, and why do they select the Rotary Club for their activity?

When the point is raised, Why does Rotary confine its membership in each city to one

man in each line of business, I answer it in this way:

In this day and age of many organizations, and special organizations of men in the same line, it gives Rotary a unique foundation which appeals to the average business man. It has been found that the process of limited membership has been the most effective in bringing together representative men in widely different occupations, thereby broadening their horizon, enlarging their point of view, and offsetting the narrowing tendencies of the specialized pursuits.

Were Rotary to admit everyone, its very aim would be defeated, and the membership in it not highly prized; indifference would exist, where now only enthusiasm and activity prevail. There are other organizations to fill this want. Rotary represents every line, but over-represents none.

The limiting of the membership to one man in each calling prevents any calling or allied callings from being numerically strong enough to dominate. Thus, the membership, although limited, is very representative, and is therefore an ideal assembly for the consideration and discussion of public affairs, and all matters pertaining to business in general.

That is my answer to non-members, and it has up to now been a satisfactory one.

I am not so sure but a part of this statement is from the pen of Mr. E. L. Skeel, for it is not all original with me—a portion of it is borrowed.

While Mr. Skeel may consider this an excuse, I consider it a logical reason for the limiting of our membership.

He says in one place that the average business man is not in Rotary for the trifling patronage that acquaintance in it would obtain, but Rotary brings him into a realization of the value of acquaintance. Does that not then disprove the accusation of selfishness?

What a splendid defense he offers to limited membership when he says that the great market of Rotarians is in the world beyond, and the man whose membership is worth while has larger markets than the few hundred members of the Rotary Club. Furthermore, he says if he has learned the lesson of service, neither acquaintance nor psychology will keep his patronage within the fold if he can get better service without. How enthusiastically I agree with him. What other organization will teach him the lesson of service like Rotary; so, after all, if

the Clubs take in the big, broad-minded men of their community, they can not possibly harm the business man outside of Rotary.

The four specific purposes of Rotary as set forth by Mr. Skeel in his address are as follows:

First. To teach as a fundamental principle of business that no deserved success is won except on the logical basis of service and the strictest fair dealing.

Second. To increase the capability of each member for efficient service by the exchange of business information, ideas and methods.

Third. To teach the value of carefully selected acquaintances in the upbuilding of business.

Fourth. To consider from an educational standpoint matters of public interest which peculiarly affect the business interests of the community.

Mr. Skeel feels that the limited membership has no advantage in the applying of the first and fourth of these reasons. While I agree with him that the tendency is toward rather than against business morality, we have not reached a point when business men, commonly called competitors, can meet on the same friendly terms as men in diversified lines.

I wish every man present would carefully study these four specific purposes as set forth by Mr. Skeel, argue the proposition with himself, and I feel certain that he will decide that the working out of these purposes can best be accomplished through the present form of a limited membership.

While Mr. Skeel maintains that no advantage is obtained by limited membership in the promulgation of what he considers the four specific purposes of Rotary, I maintain that a Club of 150 to 200 members can far more efficiently exploit these principles than a Club of 500 to 1000. In the larger organization the human element is missing. The cordiality of personal contact is eliminated. It becomes a great unwieldy body that accomplishes nothing except through committees, and the individual members soon lose interest. He says "if the light is good, let it shine." The light will be good, will contain more warmth and brilliancy in an enthusiastic small crowd than in a comatose large crowd.

I have seen educational campaigns put on in all sorts of commercial bodies, but with few exceptions they were failures, and these exceptions were in Rotary Clubs. Now, if we make Rotary like all other commercial organizations, will the results be different in the dissemination of business knowledge?

The story of one commercial club is the story of them all. Periodically it becomes

necessary to pull off a membership campaign, a campaign of artificial respiration, or administer a hypodermic injection of ginger into about ninety per cent of the membership. A great portion of these membership campaigns you will find are devoted to urging those who have resigned to again come into the fold. How often do you hear of men resigning from Rotary Clubs? Throw open the doors of Rotary and see if this condition, so common in other organizations, will not prevail. Could you imagine a Rotary Club conducting a campaign for membership, waiving its initiation fee, and offering other inducements? This is not an exaggerated condition in the average commercial club, and it will surely come in Rotary with an unrestricted membership.

I do not believe that the high standards of Rotary can be maintained with a wide open membership. The Rotary Clubs of power in their respective communities are those of limited membership. By that I mean limited not only in classifications but in members. I have found in my visits to the various Clubs that the ones obtaining results in the business education of their members and in civic affairs have a membership of 150 or less.

One thing that makes me particularly proud of my Rotary membership is that there are but 18,000 of us in the world.

To my mind the only reason worthy of serious consideration offered by Mr. Skeel is that of fear. If that is his reason for bringing up this discussion at this time I want to say that his fear of attack is wholly unfounded. Rotary Clubs conducted along right lines have the splendid support of the press in their cities.

Mr. Skeel presents one argument for his stand for an unlimited membership which I cannot even consider with seriousness. He says that if a member were called upon to prepare a paper upon some subject of business interest that he would exercise more care in preparing a paper to be read in the presence of a competitor than he would if his competitors were not present. Yes, he probably would be more careful in its preparation, and would lose sight of his interest in presenting something of value to the rank and file, and devote his time to presenting a veiled criticism of his competitor's methods. It is all very well for Mr. Skeel to say that a number of manufacturers, wholesalers and retailers have assured him that men are no longer embarrassed or unwilling to talk of their business in the presence of com-

petitors. He especially refers to the printing craft. That is my line of business, and I want to say to you that it is over-organized and holding meetings constantly and I have never attended one but the main topic of all was how fair they were to their competitors and what unfair treatment they were continually receiving from them.

Mr. Skeel writes me that since he has read the proceedings of the Round Table of Rotary Philosophy he is more convinced than ever that the time has come for the discussion of abandoning the limited membership. I appointed Mr. Skeel as Convener of that Round Table, but owing to his enforced absence I served in his place. I was present at that session and I want to say that it was the most interesting Rotary meeting I ever attended. Its personnel was made up of Rotary philosophers, if any exist in Rotary. Active in the participations of that meeting I find the names of Dawson, of Muskogee; Brunnier of San Francisco; Perry, of Chicago; Harper, of Chattanooga; Handley, of Texas; Mulholland, of Toledo; Biggers, of Detroit; Pidgeon, of Vancouver; Stanley, of Wichita; Becker, of Davenport; Knutson, of Sioux City, all men, I feel sure, thoroughly fitted to discuss the philosophy of Rotary. I cannot resist quoting the close of Rev. John Handley's remarks. I will ask you to listen carefully and see if you feel if Rotary had an unlimited membership that the condition he described would exist:

In Rotary the lid is always off. Our hearts are open one to another as I have never seen anywhere else. The spirit of Rotary is the breath of life to me.

Talk about selfish motives of Rotary! There is nothing so precious on earth as the privilege of opening my heart to my fellow men without fear, in the certainty that they will understand, and appreciate and reciprocate my simple good will to love them and serve them. This ought to be the rule throughout the world. God intended it, and I don't believe there is a crabbed penny-squeezer alive who hasn't a secret yearning for it. But it is not the rule anywhere I have ever been, except in Rotary. This is reward enough for every obligation Rotary lays on a man. It is an ocean of vitality, which will carry Rotary through every kind of trial and change, till the boundaries of Rotary are coequal with the boundaries of mankind.

Do you remember "The Servant in the House,"—how it ends? The Vicar gasps: "In God's name, who are you?" and Mason holds out his hand as he replies: "In God's name, your brother!"

Fearful that I did not remember the proceedings I have again gone over them, and cannot find a single thing that would lead Brother Skeel to conclude that these pro-

ceedings furthered and promoted his idea of what will make a greater Rotary. It was a most interesting discussion of the materialistic and idealistic ideals of Rotary, a series of brief sermons on the doctrines of service. The Reverend Pidgeon was the only speaker to refer to the restricted membership feature as a problem, and he said:

If this Rotary idea is merely service (and it will not change him because of the service), I sometimes wonder how to reconcile it with the choosing out of one good man where there are six or seven good men to choose from as your representative, to be educated in this high line of service, and to receive whatever personal benefit there is in it. I still feel some difficulty along that line; whether the idea can be carried out, that each man will truly represent his class, and feel that he is of service in carrying back the ideals instilled in him here, until such service becomes general. But you see what I mean and I will not take up more of your time. We are getting almost too Presbyterian in selecting out a member and leaving the others on the outside. Anything you can do to work out that problem and give us a definite message to carry back to the clubs we represent, will be gratefully received.

In my Annual Report at the Houston Convention I endeavored to express to that Convention my idea of the full import of Rotary and its aims and ideals in the following language:

In a Rotary Club the size of the one in my own City, Kansas City, there are 230 separate and distinct lines of human endeavor represented. We meet every Thursday for an hour and a half. We know each other, we become intimate, we become confidential. Naturally, we discuss business, naturally, we get fresh ideas from many angles and sources. Generally, we strive to forget business. We talk of country, of home, of church, of men and of events. We discuss Club spirit, Club progress, the Club ideals, and as we do, we unfold and forget self, and live more for others. A million gems of thought have been made to live because of friendship. As this body of men goes its way, the blessings of Rotary abide with them. They carry good will and good cheer into the office, store and home, they write it into contracts, they spread it upon the minutes of directors' meetings, they dictate it into letters, they live it, and the stony pathway of competition is made less rough because of that spirit of friendship and service.

I count it no little heritage to know intimately 230 men, brave and true, to know they are my friends. To know that I can endorse them, work for them and serve them I count a privilege not granted to everyone. When I have found that I can be friendly and square and helpful to these 230 men who have the same motives as I have, then I know that I am worthy to serve all men, and that I can be friendly to all men and worthy of their confidence and esteem.

Never in this wide world could such friendships be acquired other than through Rotary. Bring together 200 men of one line of business pursuit and there will be suspicion, watchfulness, and a lack of brotherly spirit. Rotary fellowship brings

to its members a personal interest, a friendship and a hearty God-speed from every man in the organization.

What a proud day is this when we can say we are unselfish, and unselfish men living unselfish lives will yet purge business of all its ills and purify it in friendship's crucible.

In closing I want to say that I hope that

I have followed out Mr. Skeel's request that our discussion be temperate, and allow me to ask all who are present to participate in this discussion. In conclusion I want to say that it is my opinion that the abandonment of the restricted membership will mean the vespers of Rotary.

The Vitality of Rotary

By John L. Hall, of Seattle (Wash.) U. S. A.

Some months ago the Seattle Club appointed a committee to consider and report upon the proposals of Mr. Skeel's paper of greater Rotary. As a member of that committee I presented my views in writing, and a paragraph extracted from that paper appears in Mr. Earl McLaughlin's article entitled "Better Rotary" in the April issue of THE ROTARIAN. This prompts me to submit herewith a brief statement of my personal views respecting the present discussion.—AUTHOR'S NOTE.

THE ROTARIAN is to be congratulated upon rendering a real service to Rotary through its varied and able discussion of "Greater-Rotary—Better Rotary" by Rotarians in the April number.

If anyone at all familiar with Rotary were asked to name one single feature that marks a Rotary club as different from other organizations he would hardly fail to mention its diversified non-competing membership consisting principally of business men. This is the most characteristic thing about Rotary.

The remarkable vitality and the varied aims and activities of Rotary as distinguished from other bodies of men proceed naturally from its peculiar type of organization.

Some of its activities have been found beneficial to its members and to the community, whereas those acts and policies which are detrimental or ill-advised have reacted mainly against Rotary and so have a tendency to correct themselves.

Adopting the analytic methods of modern science, I think anyone would be compelled to consider Rotary in the peculiar form in which it now exists, and determine whether Rotary is a success or failure in comparison with other organized bodies of men. If it is a failure universally, or even in the majority of instances, it will admittedly be hard to defend in its present form against the criticisms that have been offered. If Rotary is generally a success I think the presumption is that its unique form is an element of strength

rather than weakness, and the burden of proof is on those who hold to the contrary.

The thoughtful energies of Rotarians are wisely directed toward discovering the secrets of the success of Rotary. It would defeat this purpose if the type of the organization were changed. That would simply present a new problem for our study and be an admission that we are unable to solve the one now before us. From the beginnings that have been made there seems to be no occasion for despairing.

The type of organization naturally carries with it all shades of thought. Some view Rotary from the mountain tops of religion and ethics, some from the hill slopes of practical affairs, and some from the valley of hard knocks. That is the way we are constituted and it is no detriment to the movement. Each one has much to gain from the other's viewpoint.

A Rotary club is primarily a business organization. The fact that we cannot think of a member's name without recalling his business makes it so. When business ceases to be a part of our thought in connection with Rotary its usefulness will cease. Or, to state it differently, Rotary will cease.

It has been said that the aims and activities of every unit organized on the Rotary plan will be essentially the same, and that no better plan of organization could be devised than the one we now have to carry out the purposes which Rotary has in view. Suppose some enthusiastic young business man, taken into the club with the knowledge that he alone represents his line, looks upon the membership as his legitimate customers. What then? He discovers he has made a mistake but his interest has been centered on Rotary. His mistake of yesterday is the step by which today he mounts a little higher in the scale of business intelligence, business morals, and business efficiency.

One has only to read the splendid symposium of Rotarian thought in the April issue of *THE ROTARIAN* to realize the steady

upward march of Rotary toward ultimate truth respecting the opportunity in business for the highest expression of personality.

"Once a Rotarian, Always a Rotarian If Worthy of Rotary"

By Allen D. Albert of Minneapolis (Minn.) U. S. A.

THANK Heaven for the courage of E. L. Skeel!

I read his address "Greater Rotary" with the greatest interest.

Likewise I have read Mackintosh's able contribution, "Involuntary Past Rotarians." My reasoning in the same premises has been substantially as follows:

Hundreds of Rotarians are finding their personal business plans seriously hampered by Rotary's restrictions on membership. Openings come for self-advancement but in lines already represented. They may be willing to abandon membership for the sake of business progress. But they cannot help being affected by the prospect of losing their membership. Twice that situation has confronted me—and I think I know how embarrassing it may be. Suppose that one man in each club of the Harris-Mead-Greiner-Mulholland stamp should meet such a situation, accept the new work, and retire from Rotary!

If those men were personally eligible before, they are no less so afterwards. What

harm would be worked if their membership continued? Yet, in our Minneapolis Club, we have found ourselves confused between loyalty to the firm through which those memberships originated and loyalty to the men who made the memberships notable.

This has brought me to the belief that Rotary is big enough to announce:—

"Once a Rotarian, always a Rotarian, if worthy of Rotary."

We must be on our guard, I feel, against assuming that clubs must enter upon a campaign of duplicating memberships for the sake of numbers. With no unnecessary avoidable duplication, stability of business and personal character must always be the measure of availability. With that understanding I am of the opinion that Rotary can consider—without loss of influence and with prospect of much gain—an adjustment of the restrictions that now govern its membership.

How far I would go I am not yet ready to say. We ought to make some change. Of that I am confident.

How Rotarians Are Appreciated By Others

A Superior (Wis.) business man, not a member of the Rotary Club, made this statement:

"Of course, we can't all belong to the Rotary Club with their plan of restricted membership, but they are the ones who have been putting things across in this town and every man who has the good of Superior and Northern Wisconsin at heart should consider the Rotary Club a standing committee that will accept our suggestions and carry out the details of any worthy plan."

In a Representative Capacity

By J. Scott Anderson, of Philadelphia (Penn.) U. S. A.

“SO COMPLETELY has the spirit of Rotary become interwoven into the lives of its members”—“But what is ethical as a business practice in a community or an organization of unlimited membership, becomes unethical when the membership is artificially limited.”

This is not an indictment of Rotary but simply a quotation from “Greater Rotary” by E. R. Skeel in the December number of *THE ROTARIAN*.

To be ethical is to be morally right; to be unethical is to be morally wrong. Is it possible that the spirit of Rotary as it exists “interwoven into the lives of its members” is morally wrong? The spirit of Rotary originated in its membership. As it now exists, this membership is declared to be morally wrong; therefore the spirit of Rotary must be morally wrong!

It is very hard to understand how the spirit of Rotary could have grown up in an organization morally wrong unless, in spite of sowing tares in the business field, there has grown up through the operation of some mysterious agency a fine crop of wheat from which magnificent loaves of bread have been baked and handed out to the faithful.

“By their fruits (works) ye shall know them.” Let us examine the foundation upon which the works of Rotary are built: First, Distinctive Organization; Second, Purpose; Third, Method of Procedure.

The strength and remarkable success of Rotary cannot be attributed to any *one* of the elements composing its organization, but rather is to a combination of *all* its elements. As the keystone completes the arch and binds its members together, so does the keystone of Rotary—“One member only in each line of business, and this member a recognized leader in his line”—bind its members into one harmonious whole. Just as the keystone of the arch (which is not always the largest stone) completes and gives to the structure its efficiency and usefulness, so does the distinctive form of Rotary organization determine its efficiency and usefulness. Hence, the Rotary Spirit.

Rotary's emblem, the wheel, is a significant illustration. The wheel, reducing friction and facilitating progress, typifies the Rotary rule of organization. To change the

form of Rotary membership would be like changing the form of the wheel, adding corners, producing friction, unwieldy movement, lagging interest and final disruption.

We are told (*THE ROTARIAN*, December, 1915, page 68): “Rotary is the philosophy of business and the inspiration of the business man.” If this sentiment is anything more than mere empty words it utterly confutes the argument that the form of Rotary's organization is morally wrong. This sentiment translated into simple language means: Knowledge of and practice of Rotary principles is elevating to the business man, but “Greater Rotary” pronounces the practice of Rotary principles “morally wrong.” As a matter of fact the principles and practices set forth by and operated within Rotary are precisely the same as those practiced today in every business and profession. That is to say, the cultivation of friends and acquaintances to procure business. All the avenues that business men find for the cultivation of friends and acquaintances, from which to get business, are more or less restricted. Rotary recognizes this in these words “so far as is consistent with circumstances and reason.” Consequently I venture to say that today Rotarians do not and would not exchange business with fellow Rotarians, to the exclusion of old and tried friends antedating Rotary.

The success of Rotary is largely due to the ethics of the keystone binding all its members together for a purpose consistent with reason—a purpose ethical and altruistic in the highest sense. It would not be reasonable to expect, and no Rotarian does expect, that a fellow Rotarian will transfer business that is being done through perfectly satisfactory channels. As a matter of fact in Rotary business experience, there is a very well understood obligation resting upon the Rotarian to “provide a larger service,” and this obligation is strongly emphasized through the operation of what I have termed “ethics of the Keystone.” It is this service, and this service alone, that secures Rotarian benefit.

The prime purpose of Rotary as an organization is “promotion of the business interest of its members.” This in itself is a highly ethical purpose requiring as it does a mov-

ing principle of "service, not self." How long would Rotary last, if this were not true? How long would the business interests of its members continue to be promoted if its members thought only of self?

In Rotary organization there is a self-regulating provision which induces ethical conduct in relation to its prime purpose, "promotion of the business interests of its members." A house divided against itself cannot stand. Neither would Rotary stand if divided against itself. No man can serve two masters nor could Rotary ethically promote the business interests of its members with the spirit of Rotary if it were necessary to stop and consider the measure of promotion that should be given to different members.

The purpose of Rotary is not to "help each member to make his business a science, and to study it and develop it as such." It is not possible for each Rotary Club to do this. The very best that Rotary can do along the lines of scientific business development and study is to disseminate scientific information which may prove interesting and valuable to all in a general manner, from which may be deduced helpful suggestions useful perhaps in any line of business. And this is what Rotary now does. Moreover, the situation would be very nearly the same even if Rotary had unrestricted membership or "restriction in numbers which is always proper"—(who could determine "proper restriction?") for there would still be a limited number of members in any one line of business and correspondingly limited ability for scientific development in any one line.

It takes years to develop one business. It would take hundreds of years to develop every business represented in Rotary.

Will the professional man who is now a Rotarian, acknowledge that Rotary can do, or has done for him "what he has long been trying to do for himself," viz: make his business a science? Will the Rotary printer admit that now or at any other time, even with unrestricted membership, Rotary has or could have the power to do for him and for his business what the Typothetæ Association has done for him? I think not.

Rotary members are recognized *leaders* in their respective lines, and I cannot imagine any business man who is a "recognized leader in his line" coming into Rotary because "it seeks to do what every business man has long been trying to do for himself." If he be a recognized leader he has already done it. He has been through the kindergarten of

business, and is likely to be found as a shining light in business associations where his own particular business is the subject of study and scientific exposition.

Long before Rotary came into existence, each business and profession had some kind of an organization, specializing its own particular line, and through the association of many experts in that particular field sought to study and develop that particular business. The opportunity for the business man in his own particular field is everywhere. That these opportunities have been largely made use of the number and strength of associations organized for the scientific development of special business and professions amply testifies.

In fulfilling Rotary's purpose, the Keystone of Rotary (reducing friction and facilitating progress) may be likened to a smooth machine. Let us examine the method of procedure in running the machine. Here it might be said that the most perfect machine ever devised can easily be run into disorder if not properly handled. We might at this point draw an inference, viz: Rotary is now and has been a big success; therefore, up to date, the machine has been handled properly.

The method of procedure is defined thus—"Each member may enjoy the benefits of the influence of his fellow member. Frankly, plainly, cultivate your fellow members and use them to get business from; they in turn to do the same with you; influence all the business of your friends and acquaintances that you can for the benefit of your fellow member."

This method of procedure is exactly the same as every business and professional man has employed from time immemorial. Sometimes indeed pressure is used and influence is brought to bear under pressure. Rotary, in comparison, shines resplendent in ethical righteousness.

The Rotarian Creed is to get business—but do it in the better way, viz: "So far as is consistent with circumstances and reason." Do it in the Rotarian way—with the spirit of Rotary, reducing friction and facilitating progress, going ahead, always a little bit better, improving and building "Service."

It may be true that there are now and always will be members of Rotary who seem to be too dense in their mental and spiritual composition to grasp the fact which Rotary has demonstrated, namely—"open dealing and larger service" make for better business and better men. They do not or will not

understand that the Keystone of Rotary lays upon every Rotarian the obligation of "service—not self." *Members* of Rotary look for Rotarian benefits; upon *Rotarians* the full measure of Rotarian blessings fall. *Members* of Rotary are those who use their association for purely selfish purposes; *Rotarians* are those who have created the Rotary spirit and Rotary ideals. Any change in the "Keystone of Rotary" would probably result in Rotary becoming a collection of members very similar to numerous business organizations now in existence, but decidedly inferior because not held together by ethical bonds of interest, viz: "Service—not self."

Rotary is not, strictly speaking, a mere business club. It is a "Service" club made up of business and professional men, each club having "one member only in each line of business, and this member must be a recognized leader in his line." The logical result of this form of membership is that each Rotary Club has within itself an enthusiastic membership personally pledged to "Service," to co-operation and improved ethical standards in business. In working out these ideals there is an ethical mutuality which promotes business efficiency and creates Rotary spirit in all things undertaken.

While the prime purpose of Rotary is "to promote the business interests of its members" it is nevertheless true (and this fact illustrates the spirit of Rotary) that the prime purpose actually becomes almost incidental. As a matter of fact it is impossible for Rotary clubs to exist for business only. The evolution of Rotary proves that purely material interests become secondary. There are many members who come to Rotary luncheons and meetings actually forgetting business. They come because Rotary promotes intercourse and friendship. It is under the influence of this intercourse and friendship that Rotary spirit has its being—coming as it were in answer to the ethical call of men "recognized leaders in their line" for something better than they have found in every day business intercourse or association—a longing, so to speak, for a higher expression of "right and right conduct in business," for a place of expression, and for sympathetic fellowship.

One of Rotary's greatest works is the spreading of the science of right business and right conduct in business. The success of Rotary has not been gained through numbers. Let me quote from "Rotary in five spasms." Spasm No. 5 "A Rotary Club consisting of twenty men thoroughly in

harmony and accord with one another will be stronger and more influential than a Club of two hundred consisting of those with many divergent views—all more or less opposed to one another" and again, "One cannot sensibly criticise a success and, until some genius comes along and proves otherwise, we have to admit that Rotary is a success."

"Whatsoever ye sow that shall we also reap." Rotary has sown harmony and accord, the "Keystone of Rotary" reducing friction, facilitating progress has made the way easy. The result we see in Rotary ideals, Rotary Service, Rotary success. Do not disturb Rotary results. Do not venture to experiment. Do not tinker with the efficient Rotary machine.

Beyond the results already achieved there is greater to come. Rotary has within itself the possibilities of creating for each profession, for each business represented in Rotary, a distinct organization composed of Rotary members. It is quite possible that such organizations moved by Rotary spirit and ideals might be able to do larger service for a particular business than any existing association does now.

Rotary has kept steadily onward and upward without the meretricious aid of numbers. Whatever keeps steadily onward and upward is "Greater." Adding numbers and friction to the machine will not make it "Greater." The proper direction for Rotary "greatness" lies in the quality of its membership, not in its numbers. Let every member of a Rotary Club be a *Rotarian*, a living example in high ethical standards of business, and business efficiency, known and admired of all men. In a word, let him be a man worthy in all respects to be "here in a representative capacity."

John Herbert Phillips in his address before the Birmingham Rotary of which he is a member (see *THE ROTARIAN* December, 1914) answered, for all time, the question why Rotary membership is limited to one representative from each line of business.

"The only obligation you assumed, when you became a member of Rotary, is the obligation to serve your calling and the entire community, through this organization, by exemplifying its spirit of service. This obligation is emphasized when you remember that you are here 'in a representative capacity.'"

This then is "Greater Rotary"—every individual member exemplifying the Rotarian spirit of service—"in a representative capacity."

The Philosophy of Rotary

By Allen D. Albert

WHAT miracle has been wrought here today! A thousand men, most of whom have never before even seen each other, enter a room and become friends! Under the Aegis of an emblem, as they sit together in conference, they become brothers. The foundation of every such influence as it works its way from voice to consciousness and onward into the soul is essentially an idea.

Not a man in this room but understands with what humbleness his brother must undertake to give form, expression, articulation, to such an idea. I think I speak only a truth when I say that never before in my life have I been so impressed with my own incapability or with the largeness of the task that has been put upon me.

The emblem that brings us all together, that makes us all brothers, that gives us all a new stimulus to the best life may hold for us, is a wheel. "Of all inventions," said Lord Macaulay, "the alphabet and printing press alone excepted, those which have shortened distance have done most for humanity." The key to all the shortenings of distance is the wheel. Beyond this, much more is the wheel. It is the fundamental to all industry. The wheel you wear on your white badges consists of a hub, eight spokes and a rim. My hope is that as we examine this wheel some understanding may come to us: not new, but more clear perhaps than we have had before.

The hub of our wheel is unit fitness. About it revolves every other Rotary interest. As we choose members for old clubs and the men under whose direction new clubs shall be organized, we are bound to bear in mind chiefly this quality of unit fitness.

How powerful that quality may prove where every unit is competent for self-government! Where every unit finds his life inspired by the ideals of the new organization! Where every unit gives as heaven permits him to give the best he has for the common welfare! In that quality is smoothed out the greater number of all the problems which every organization like Rotary must present in series as it grows in life.

Unit fitness is grounded in personality. Few utterances in my hearing at Rotary sessions have been more pregnant with significance for this movement than that of Mr. Warwick of Columbus this morning, wherein he developed with great clearness the essential distinction between Rotary as an organization for the development and upbuilding of the individual and the typical Chamber of Commerce as an organization for the development and upbuilding of the community.

About this hub of unit fitness are eight spokes.

Clearly the first of the eight is relaxation. To what is the traditional relaxation of Rotary clubs due? Can any man among us doubt that it is founded in security against competition? Can any man here who belongs to a craft, a guild or a trade organization, a great assembly of business men of the community for the community's aggregate upbuilding, hesitate as to the freedom from competition which is the first distinctive quality of Rotary as indispensable to relaxation? I doubt it. Being present in a company of men with no one of whom must he maintain the fight of competition, he finds himself more and more naturally, more and more easily, relaxing into the fun which is characteristic of Rotary.

Fun among American men is clean, sweet, wholesome fun. And Rotary begins badly, gentlemen, if either that fun be cruel or the fun be stained. Hence, being relaxed, with hearts lightened by clear, pure fun, our men find themselves in an attitude of receptivity, making possible the second spoke—the spoke of education.

No man has yet caught the spirit of Rotary, and no club crystallizes that spirit in its proceedings, if there be not education redolent and radiant in the air. This is a republic, founded upon the high ideal of partnership. Wherever good government in this republic shall fail, it fails mainly because somewhere members of the partnership are failing. In Rotary Clubs, education is constantly upbuilding a new ideal of personal citizenship, making less and less probable the failure of the partner in the republic. It carries the man onward in the development of personal fitness in business. That which works well in one business may nearly always

NOTE.—Address delivered at the Chicago Decennial Conference. Mr. Albert is a member of the Minneapolis (Minn.), U. S. A., Rotary Club.

Service, Key to Development

The key to the aggregate social development of the past twenty years in American life is the new realization that we all go up together, or we all go down together. Out of that realization comes a new understanding, that service is first and self is second. He that would live must give his life in service.

be adapted to another. So our meetings have become, within the experience of every man in this room, a great testing ground for the teaching of business efficiency.

Out of education grows, then, a new spoke—that of efficiency. Whatever else we may think of business, we are all of us dependent upon it. The development of the nation, its security, its independence, are alike founded on personal efficiency. And this personal efficiency grows in Rotary, because the wheel, the emblem of motion, is constantly turning us onward to new personal capabilities in our business.

Now, then, being of the same company, relaxing for the same fun, subject to the same powerful educational influences, developing into new efficiency, small wonder is it we come into a new relationship toward each other, the nearest approach in my experience to real brotherhood—fellowship we may call it. Out of many years of contact with men, in school and college, at work, at play, I have never known so sure a confidence in the kindly interest of my brother as that I have found in my Rotary associations. It becomes something more than a sentiment. As President King of Oberlin has said, "That law of human nature can never be contradicted, that whatever the heart cherishes must be expressed, or it dies." So in Rotary we find a fellowship that grows upon us unawares; and we find, further, that the new interest we have in him who only a few weeks ago was a stranger, develops quickly into a tie, winding with other ties into a cable of intimate interest and concern in every one other of our brothers of Rotary.

I think if you will regard that for a moment, it will serve to clear away in its turn some of the confusion that has arisen among us today as to a new plan for Rotary. Mr. Skeel needs no defense from me. Of his devotion to the ideals of Rotary I need not speak. Of his contribution to Rotary you are as well aware as I. Under the stimulus of an ideal he gives it expression, not as a finality which you must adopt or let alone; not at all; but as a subject for your discus-

sion. The fear in my heart today has been not that you would go too far after Skeel but that you might not go far enough.

Truth rarely lies with either extreme of thought. It lies almost invariably in an intermediate; and when this morning Mr. Klumph suggested that there be no abandonment of one of the fundamentals of Rotary, which is freedom from the clamping restrictions of competition, but on the other hand there be freedom of interpretation, I feel confident he has hit upon the golden mean that lies between the little and the great.

I might suppose an instance or two. One of your brothers in your own club finds opportunity for advancement, presenting a new promise of security for the wife and children who are dearer to him than any other earthly interests. Is it just that he weigh on the one hand the wife and the babies, and on the other hand his Rotary membership? Suppose now, he chooses the former as opposed to the latter. Are these cables of fellowship to be snapped as with shears? Is this man, only yesterday your brother, to become almost a stranger tomorrow? It smacks of hypocrisy.

I take it that a way can be found and will be found and that you can guard yourself against a declaration precluding it, whereby the ties of fellowship may be cherished none the less and the distinctive principles of the organization of Rotary may be none the more endangered.

Being brothers then, being bound into a new kind of earthly fellowship, you progress naturally to the new spoke—co-operation. We Americans are only beginning to learn the lesson of co-operation. We are only beginning to find out that good government is the co-operative effort of good citizenship. We are only beginning to realize that the moral tone of our communities is established by the average of moral principle in the communities. As we realize that, as we develop it in our obligations as tradesmen or craftsmen, as Rotarians, as citizens, as children of the one, all-kind Father, so we exemplify and illustrate this new element in American busi-

Government on Partnership Basis

This is a republic founded upon the high ideal of partnership. Wherever good government shall fail, it fails mainly because somewhere members of the partnership are failing. In Rotary clubs, education is upbuilding a new ideal of personal citizenship, making less probable the failure of the partner in the republic.

ness life, this new spoke in Rotary—co-operation.

From co-operation grows service. One whose personality constitutes the ideal of Rotarianism, a lowly man, born to serve and to suffer, taught you and me that we must come into the world not to be ministered unto but to minister. Is it not a striking thing that this new movement—and the words are chosen advisedly—should after all make concrete and crystal-like a philosophy two thousand years old? "He profits most who serves best," is but a paraphrase of that saying of Jesus: "And he that reapeth receiveth wages, and gathereth fruit unto life eternal: that both he that soweth and he that reapeth may rejoice together."

I find rather a splendid realization of American character in that—that you and I should be positive elements, standing squarely on our own feet, being contributors of strength, not sappers of the strength of others.

Through strength devoted to service, then, come we upon this other spoke—the realization that we are all alike of the group. The key to the aggregate social development of the past twenty years in American life is the new realization that we all go up together or we all go down together. That, too, is rooted in the philosophy of two thousand years ago—that every one of us is his brother's keeper.

Out of that realization comes a new understanding, that service is first and self is second, that as service grows so does self grow. He who would have must give. He that would keep must lose. He that would live must give his life in service. All of which, working within us, finding its fruition in conscious development of spirit, this day, this 22nd day of February, 1915, makes Rotary in America irresistibly a great patriotic body.

Oh, you men of America, you men of the middle west, you partners in the one power of the earth not now under a war footing! You alone are free from the heaviest toll that yet a government bears down on its people, the toll of taxes reckoned in years of youth. You are partners in the one governmental

business of the eight great powers which can pay its debts. You are citizens of the one great government of today that is solvent. And while the laws of economics reach out and impose upon you some little share of the penalty of the world's waste, the cities that you represent are clear of the signs of bankruptcy, by the hundreds of thousands that now confront the suffering people of eleven nations.

What have you done that God should set you aside for this blessing? What have you done that He should pour out upon you the largess of a benefaction greater than that he gave to His chosen people when He freed them from slavery in Egyptian darkness?

You will interpret it as you please. You are gathered together as Rotarians. You go out of this room with your old ideas broadened and widened irresistibly. But whatever you say hereafter, you are under two new responsibilities. The first of them is that, as Rotarians, you consecrate yourself from this day forward in the only fullness of expression that the philosophy of Rotary can ever know for the welfare of all your brothers and sisters of God's family. And the other one is that, as He has blessed you with citizenship in that nation which He has seen fit to lift high in the heavens in the effulgent splendor of His majestic kindness, you will find in this season a new consecration to service as American citizens.

This is the consummate wheel of American Rotary.

That it shall revolve about unit fitness; that it shall train us to wholesome fun, to constant learning, to larger fitness in business, to a better and bigger brotherhood; that in this new brotherhood we shall find new capabilities for service to the community; that through this new service to the community we shall rise up and lift up to new aspirations and blessings as Americans; and that through the circumference of vision of the Rotary wheel we may look forward into a new day for this republic when the welfare of the many shall through the least of us be furthered by the service of the individual.

Call Him "Bill"

By Frank L. Mulholland

CALL him "Bill." No? He is too rich—too prominent? Well, I wonder at what stage in his career toward wealth, dignity, and prominence, his friends dropped the "Bill" and began to "Mister" him?

Who originated the idea? Who did him this great wrong? Yes, I say wrong, because to rob one of the inalienable right to be addressed in the familiar "Bill—Dick—Bob" sort of a fashion is no less than a crime against one's right to remain human. It is true and lamentable that as one approaches success his friends begin to segregate him,—set him apart from those who were his associates during the struggle—make him a sort of a super-man, thus alienating his friends.

This stage in the pathway of a successful life is marked as the time when one's friends forget to say "Hello, Bill," and begin the "Good Morning Mr. _____."

No man is so rich, so dignified, so prominent, as to give his intimates the right to deny him the pleasure of being addressed by his first name. It is the pass-word to confidence, the key to real friendships, and as welcome to the lonesome, isolated, "great man," who thirsts for the comradeship of other days, as was the cool water of the gurgling spring to the parched throat of the Grecian runner.

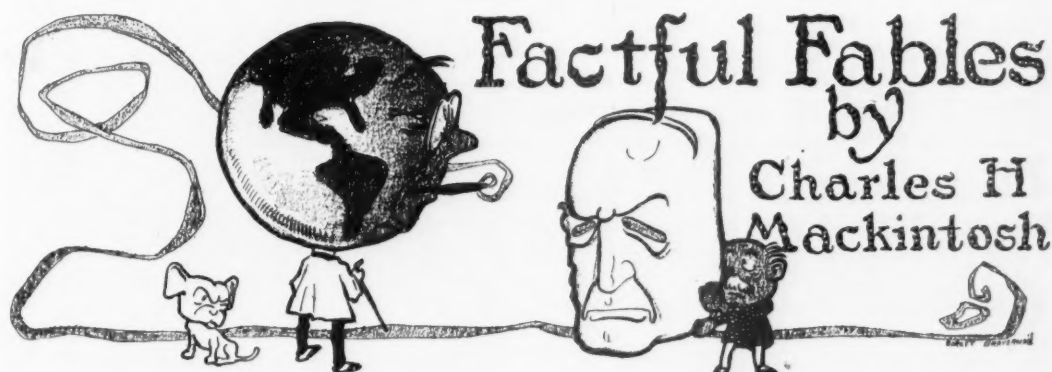
There are many men in Rotary who have, since becoming members, regained their first names. It has been my pleasure to be present on occasions when a long lost name has been handed back. I have seen the first start of surprise, followed by the smile of real contentment. It was like finding a long-lost friend. It was youth regained.

Among my friends in Rotary is a Catholic Priest, one of the finest characters I know. He told me that the sad part of his life had been the refusal of his fellowmen to meet him man to man. They involuntarily set him apart—segregated him. When he came into a group of men, the line of conversation changed. He saw only their best side,—his acquaintances put on their good behavior when he was present. It was "Reverend" this, and "Reverend" that. He longed for the real comradeship of his fellowmen.

He joined a Rotary Club. In his introduction to his fellows he gave his name as "Jack _____." In the fellowship of Rotary he was just plain "Jack." His fellows loved him and remained real men in his presence. He was a fellow among his fellows, and so found the happiness for which his soul had longed. He told me that it was just as though his dear mother had reached out her loving arms and drawn him to her bosom.

Rotary is Fellowship. Real Fellowship is frank, spontaneous, full of warmth, and if you want to gauge its depth you will find that it is the difference between "Mister" and "Bill"—"Reverend" and "Jack."

So to you wealthy men, you dignified men, you prominent men,—let me advise that you just taste the good fellowship of Rotary and be welcomed back into the ivy-colored bowers of real comradeship, where we will call you "Bill."



Number 6:—Being the Fable of the Fellow Who Took It Out in Talking

VERB O. SMITH of the Verbow City Rotary Club argued for a bigger, better, more idealistic Rotary. He insisted upon it.

There was an Opposition, but they were mostly oldstyle smooth bores and so didn't command the Range of Verb. They had to bivouac their bouvines in the backyard while Verb's roamed the Untrampled Plains and Lunched on all their Tenderest Emotions.

Men of naturally sweet dispositions wept bitter tears when Verb loaded his thirteen inch guns with C'rrupt Anglo-Saxon and opened fire on the Atavars of the Opposition.

But my mitaphors are becoming Mex'd—they are disorderly and dinghumpious—and I must revert to the Purely Classic style of Literature:

"What do you know about Ethics?" thundered Verb one day when the Opposition had sparked up Courage to suggest that what Some People needed was not Ethics but Ether. "You are a selfish bunch of Soulless Egoists and you wouldn't know a Pure Ethic from a demimondaine if It came up and lickt the back of your Necks!"

The Bunch became properly subdued with a Conviction of their intense Inferiority and Resolved to stick around and study Verb in order to acquire the necessary Knowledge properly to card-index Ethics as they occurred in the Future.

They decided that the Only Way to Study Verb's Ethics was to watch them at Work in his little butchershop and so they began to Drop in from time to time and see the sellingside of Ethics.

NOTE.—Charles H. MacKintosh is the Editor of "Logging" and a member of the Duluth Rotary Club.

SCENE I.

VERB'S BUTCHERSHOP.

Enter: A lone Widdy Woman without any husband, carrying a child on each arm and a market basket on the other. Also a Shabby Purse containing a few Mites in monies. (Stake Direction: The Shabby Purse does not enter separately but as a part of the Properties pertaining to the Widdy Woman whose Husband died from Aquafortitis on the Seventh Day of March last year).

WIDDY WOMAN: 'S'lver cheap terday Mis' Smit'?

VERB: Yes madame, we can give you a beautiful Cut from the Breast of a Fine Fresh Liver at Ten Cents the pound.

WIDDY WOMAN: Gimme nicklesworth!

The opposition watches closely as Verb spears a squirming Liver out of the Septic Tank and lays it on the Chopping Block. Verb chews off a chunk and clings it on the "See for Yourself that you Aint Swindled" scales.

VERB: (Talking rapidly to Cover the Fact that he has half his hand on the Liver). Beautiful Spring weather for the time o' year, is it not Mrs. Jones? And how are the poor dear children and do you believe the Republicans will contest the next national election, etc., etc., etc.

WIDDY WOMAN: (Showing signs of mental confusion). I dunno.

VERB: (Removing Liver from scales and wrapping it in the Comic Section of last Sunday's paper). Here you are Mrs. Jones, weighs just short of a pound but we'll call it a nickle to avoid cutting it again—it does let the Juices out so to cut up a Piece of Liver!

WIDDY WOMAN: Gawdblessyou, Mis' Smit', you allerts wuz a fren' to the poor! (Places Liver in Market Basket where a corner is uncovered and Chewed by one of the Children as she departs Left.)

OPPOSITION: Well, what do you know about that!

CURTAIN

Now I could Chain you to your Chairs while all the other Scenes were being enacted, but there is a Law against Cruelty even to the dumbdest of dumb Animals—and what is Dumber than an Innocent Reader who can't possibly argue with an Author who isn't present?

And so we will Pass into the next meeting of the Rotary Club of Verbow City, after taking our Buttons from the Box and slipping Six Bits to the High Pirate.

"Is there anything New to be slippt to the Bunch?" inquired the President finally. At once Verb reared up from the Rear and opened a Can of Ethics. After he had concluded his Remarks with a brief reference to the Right Hand of Fellowship and the Rotary aphorism He Profits most who Serves best, the Leader of the Opposition rose to inquire whether Mr. Smith's desire to Profit Most accounted for his Habit of Serving the Right Hand of Fellowship with every nicklesworth of Liver.

The essential Explanation having ensued, it was Resolved that the most Beautiful Blossoms sometimes smell like the veridickens.

Chesley R. Perry

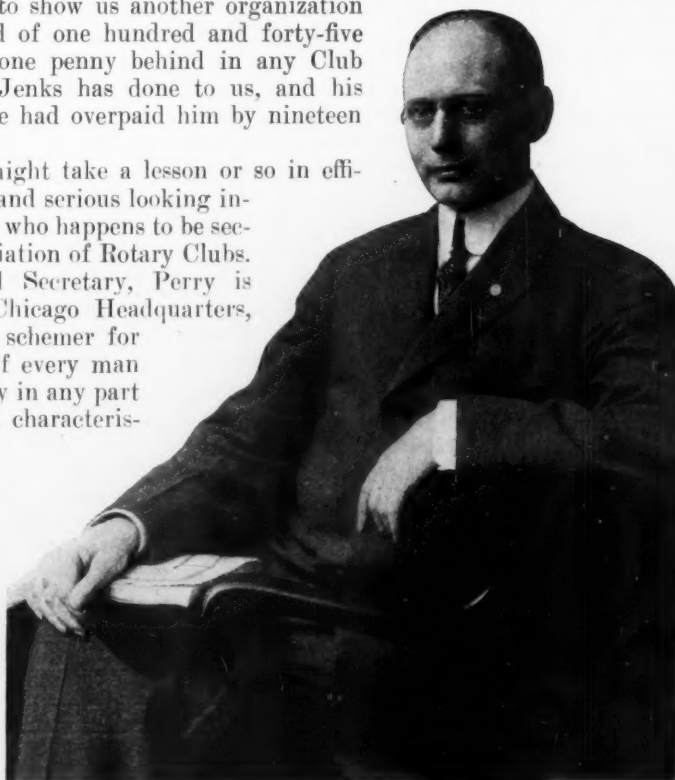
By "Jack" Sprague of San Antonio (Texas), U. S. A.

Some of the editors of the local club publications, who haven't seen him in the flesh, have expressed a desire to see Secretary Perry's picture in THE ROTARIAN. We are trying to be obliging. Here he is.—P. R. K.

We think we have in the San Antonio Club the dog-gondest secretary in all Rotary. We are all so afraid of Jenks that we pay our Club obligations before they are due. In fact we challenge the world to show us another organization in Rotary or out of it composed of one hundred and forty-five members, not one of whom is one penny behind in any Club obligation. Yet that is what Jenks has done to us, and his June report even showed that we had overpaid him by nineteen dollars!

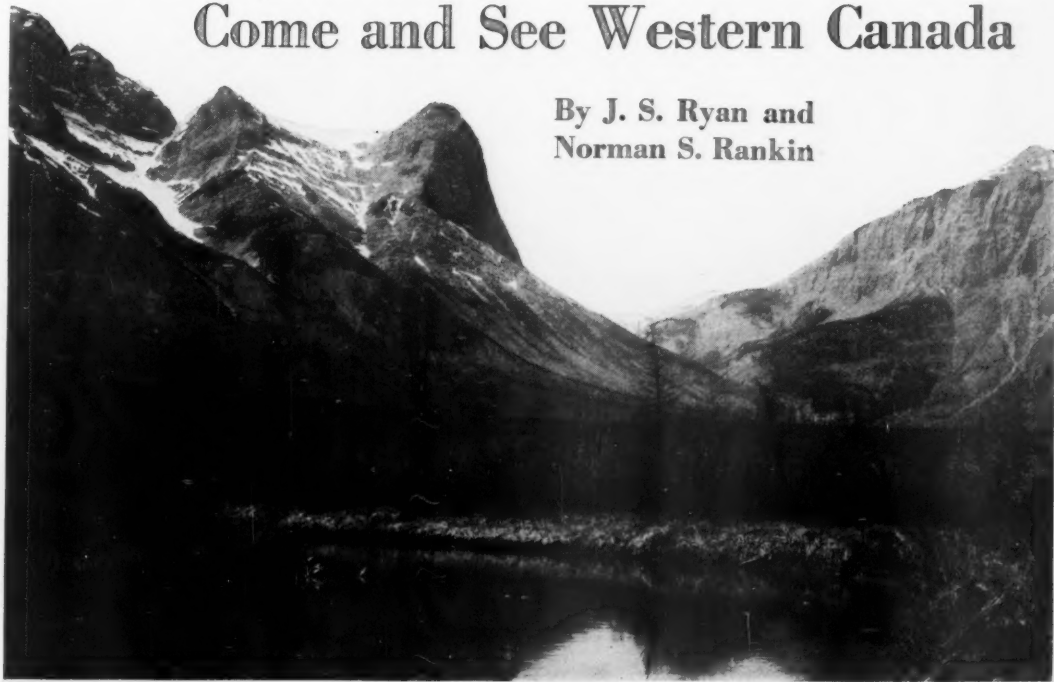
But I believe even Jenks might take a lesson or so in efficiency from a tall, slightly bald, and serious looking individual named Chesley R. Perry who happens to be secretary of the International Association of Rotary Clubs.

Beside being International Secretary, Perry is also business manager of the Chicago Headquarters, editor of THE ROTARIAN, chief schemer for new Rotary ideas and a chum of every man who is at all prominent Rotariially in any part of the world. Perry has several characteristics which do not ordinarily exist all at once in the same person. He is a good business man, he is an optimist, he is a good mixer, he is the hardest worker in the United States, he takes a gleeful pleasure in knocking the ideals out of other people when he thinks the ideals are running away with them, and yet with all that, he is privately the darndest idealist you ever met!



Come and See Western Canada

By J. S. Ryan and
Norman S. Rankin



White Man's Pass and Chinaman's Peak, Canmore, Alberta, Canada.

THE two most remarkable things about Western Canada are that it has gone so far in so short a time and that it has not stopped going.

Not so very many years ago it was the stamping-ground of vast and uncounted herds of buffalo; today it is the happy home of a prosperous and contented nation.

That great change of itself is not so very remarkable—it can be paralleled in other parts of this continent, as the poet Whittier once wrote:

*"Behind the squaw's light birch canoe
The steamer rocks and raves,
And city lots are staked for sale
Above old Indian graves."*

The outstanding thing in the case of Western Canada is the pace at which the change has been accomplished, because when men who are now only middle-aged "came in" first it was a country of buffaloes and Indians.

If the human figures that have contributed to the development of the Canadian west could be marshalled into a procession, they would make a very instructive pageant.

First, the Indian, in his gay trappings and war-paint.

Then the missionary, who tried to win the

Indian from the arts of war by putting into his hands the chief instrument of the arts of peace—the plowshare.

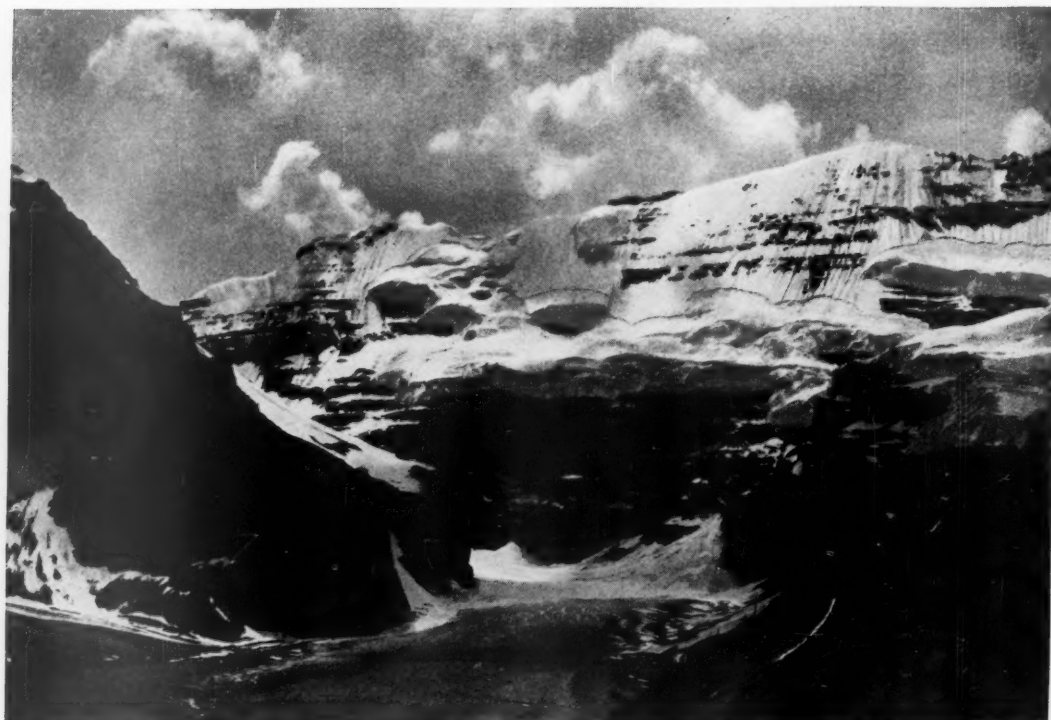
Then the Hudson's Bay Company, the famous "company of gentleman adventurers of England trading into the Hudson's Bay" which was incorporated under a charter in the year 1670, one of the greatest colonizing enterprises that the world has seen. Gradually extending their sphere westward, they built their little forts, armed them and palisaded them, and bartered with the friendly Indians and reasoned with the hostile Indians.

Fur-traders and voyageurs filtered in by twos and threes all the time, and there came the inevitable accompaniments of frontier life—the saloon-keeper, the whisky-smuggler, the camp hanger-on; came, also, the gay and tuppenny-colored cowboy, for the future cattle-barons were establishing themselves and cattle ranged the open prairies.

About the same time the first old-timers came—the pioneers, the homesteaders, the adventurous land-seekers of the late eighties, with "prairie schooner" or "Red River cart" (the peculiarity of which was that it contained not one piece of iron) transporting therein all their household goods, with pots and pans clattering at the side, and the

(Continued on page 72)

NOTE.—Mr. Ryan is President of the Rotary Club of Calgary (Alta.), Canada, and the Manager for R. G. Dun & Co. in that city. Mr. Rankin is in the Colonization Department of the Canadian Pacific Railway, and a member of the Calgary Club.



Victoria Glacier, Lake Louise, Alberta, Canada.



Mounts Lefroy and Victoria, Near Lake Louise, Alberta, Canada.



Looking Down Bow Valley from Banff, Alberta, Canada.



The "Three Sisters," Canmore, Alberta, Canada.

farmer's colts and calves trailing behind. A hard life they had at first, what with their distance from towns, the obstacles with which they had to contend, and the disadvantages under which they labored, the greatest of which was perhaps their lack of knowledge and equipment necessary to win out amidst their new surroundings.

Of all these old-timers, only the Royal North-West Mounted Police, the scarlet-coated "riders of the plains," famous in song and story, are still with us unchanged, and even they, in an age of law and order, find their duties decreasing. To them is due the greater immunity from the professional "bad man" which Western Canada has enjoyed during its rapid development than most other new countries.

The new era began with the construction of the Canadian Pacific railroad in the eighties. The locomotive's whistle was now heard across lands which had lately resounded to the war-whoop of the red man and the thunder of stampeding buffalo. The coming of the railway may be said to have marked the birth of a united Canadian nation, extending from ocean to ocean. The prairies were now connected on the one side with the east, which represented home, and on the other, on the farther side of the mountains which had seemed to offer an insuperable barrier to progress, with the Pacific Coast.

And soon the inevitable happened. The small farmer began to drive out the rancher—the wheat-grower, in the fight for supremacy which has always taken place in the opening up of new western territory, began to oust the cattleman. The ranches were gradually broken up, fenced off and seeded and now there are only two or three of any size left. Immigration suddenly took a mighty upward bound. Newcomers flocked in from the east, from across the American boundary line, from across the Atlantic, until they came to be reckoned in hundreds of thousands every year. In Canada's banner year, 1912-13, immigration reached the enormous figure of 402,000 of which the greater proportion "went west."

In every direction on the prairies one saw farmhouses, from every quarter was heard the hum of reapers. The virgin soil began to yield up the treasures it had been storing since its Maker put it there. Western Canadian wheat became a factor in the world's wheat traffic.—Western Canadian beef and pork took its place at Chicago.

Lastly have come the great cities, hives of human industry and centres of radiating trade, of which may be mentioned Winnipeg, Edmonton, Calgary, Vancouver, and many others.

Not so bad for thirty or forty years? Yet the tale is far from complete. Only the fringe has been touched. Out of the province of Alberta, with an area of 254,000 square miles, only two per cent has up to this date been brought under cultivation—only six per cent of the 250,000 square miles of Saskatchewan—only four per cent of the 251,000 square miles of Manitoba. While this is not of course all good land fitted for settlement, it is very conservatively estimated that out of the 490,000,000 acres comprised within the three provinces there are at least 180,000,000 acres of first class agricultural land. Out of this, only about twenty million acres, or eleven per cent, have to this date been developed.

That is why there is still room for many more in Western Canada, and why Western Canada has for some years been extending an invitation to the people of other lands to come and share in the prosperity which she is beginning to experience.

These twenty million acres of land support about a million and three-quarters population—roughly, fifty-six to the square mile, including cities which, in comparison with other countries, cannot be called very densely populated.

When the remainder of the good land in the country is settled up, and if the density of settlement is no greater than at present, Western Canada will have a population of close upon twenty millions.

Western Canada wants the people of the United States to visit it. They will have an opportunity this year, for the round trip to the San Francisco fair will give them a routing either coming or going that way.

Western Canada wants the people of the United States to examine it in detail, to investigate its very rich natural resources, which range from wheat-lands to natural gas and oil fields, from clay to gold, its business chances for the establishment of factories, and its investment opportunities.

The people of Western Canada want their cousins across the line to see the magnificent Rocky Mountain scenery of Western Canada, the coming playground of America.

The Canadian National Park, according to the late Edward Whymper, the celebrated Alpinist, is equal to fifty or sixty Switzerlands rolled into one. Here is a country well worth a visit, if only for the sake of seeing famous Lake Louise.

And above all, the members of the Rotary Clubs of Winnipeg, Calgary, Vancouver and Victoria want fellow-Rotarians from all parts to drop in upon them informally. We shall be happy to extend to them the right hand of fellowship. It will be a pleasure to introduce them to our Western Canada which we speak of and believe in as the coming greatest country in the world.

Advertising: Its Relation to Business Progress

By David C. Farrar

EVERY great force which has been discovered and put to use for the betterment of mankind has had its lowly birth and its period of error. It is but a comparatively short while ago that the profession of medicine was unreliable and unethical, the profession of law filled with irresponsible schemers, and even the clergy's ranks dotted with insincere self-seekers. And how short is the period since the now honorable profession of business was looked down upon by those of gentle birth, because it was a free-for-all battle of wits and treachery between men of neither principles nor ideals?

Twenty years ago the advertising business began to emerge from its chaotic and irresponsible period into a state of self-consciousness, and of genuine, honest service to mankind. Today it has attained the dignity of a great organized profession, or group, in the business family.

As electricity is a force which can be adapted to the base uses of the safe cracker or murderer on the one hand, and to the humanitarian purposes of an Edison or a Marconi on the other, so advertising has been used by both honest and dishonest men. The early users of advertising had little idea of the great influence it was to wield in future years; they simply knew that it was a powerful agent, and in the hands of many of them

it was put to bad use. Scores of patent medicines of the most worthless, and in many cases, harmful character, thrived, only because the power of advertising was perverted to their use. Quack doctors advertised their lies to a gullible public and fake mining schemes preyed upon the ignorant speculator. Mysterious South American plantations, marvelous inventions, and a hundred and one other bunco schemes barked their worthless wares before the gaping crowd. And advertising made fortunes for many of them.

But advertising was not to blame. Because the men behind these swindles have cashed in on the power of advertising is no reason for the business men of today to look askance at advertising or advertising men.

Unfortunately, advertising is still besmirched with the crooked dealings of a few crafty, old school business men whose motto is "Let the buyer beware!" But thanks to the splendid truthful advertising propaganda of the Associated Advertising Clubs of the World, our newspapers and magazines, jointly guilty with the dishonest advertisers, are fast being educated to a realization of their moral obligation to the public, and that splendid sentiment, "He profits most who serves best," is slowly, but surely, becoming a practical working ideal.

Today, the most prominent and at the same time, the most respected advertising fakers (I use the word advisedly) are to be found

NOTE.—Mr. Farrar is a member of the Pittsburgh Rotary Club and President of the Farrar Advertising Co.

THANKS to the splendid truthful advertising propaganda of the Associated Advertising Clubs of the World, our newspapers and magazines are fast being educated to a realization of their moral obligations to the public.



The Manufacturer who directs his advertising at the Jobber.

Starts Campaign.

Jobber uninterested.

Disappointed.

among our biggest business men—the owners of our large stores. It is a harsh word to use, but the facts are there and you can't get around them. From one end of this country to the other, there are department stores, furniture stores, and piano stores (not all of them, by any means) who deliberately and willfully lie in their advertisements.

This is dishonest advertising, but back of that it is dishonest merchandizing. Advertising is but a tool in the hands of the merchant or manufacturer. Upon the merchant's moral standard depends the character of the advertising.

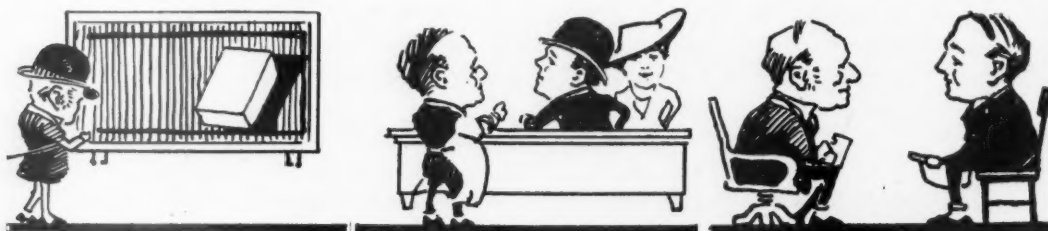
Now I have consumed considerable space in historic reminiscence. I am up to today—to advertising in 1915. What relation does advertising bear to your prosperity and the nation's prosperity? Advertising has contributed more to the progress of the United States than any other single influence with the exception of the church and the school. Let me demonstrate this: To the foreign traveler, this great country is an unceasing source of wonder. In his own country, customs, speech, dress and even food are different in every little province or county. When he travels the 4,000 miles from New York to San Francisco and finds men speaking the same good old United States, wearing the same Hart, Shaffner & Marx clothes and Arrow Collars, eating the same Quaker Oats and Heinz pickles, reading the same books and magazines and talking over the same plays, he says, "What a wonderful country! So immense, yet the same everywhere I go!"

What has standardized American customs and made America the most uniform and harmonious social unit, the most prosperous and peaceful country on earth? The tremendous power of advertising! Advertising supports every one of our national periodicals and newspapers. Stop them and in ten years our country will begin to divide up into distinct provincial localities, each one having its own dialect, customs, modes of dress and peculiar characteristics.

But with all this, I dare say that sixty per cent of men look upon advertising as something apart from them and their business. They have formed their opinions of advertising from what they see. And what do they see? Billboards exploiting breakfast foods. Newspaper announcements heralding the reductions in ladies' fall suits. Magazine ads proclaiming the merits of a low price touring car.

"These advertisements," you say, "doubtless do great good for their backers. But I don't sell breakfast food. I don't sell to the public at all. My business is with other business men. I am a manufacturer and I sell to other manufacturers or jobbers." Or, "I am a jobber and I sell to dealers. I couldn't reach my people by the *Saturday Evening Post* route!"

Of course you couldn't. You are perfectly right—as far as you go. But if this is your view, you have only a small conception of the scope of that word advertising. To my mind, business naturally divides itself into two great classes—first, the class which deals with the vast consuming public—those businesses



The Manufacturer who directs his advertising at the Consumer.

Public advertisement.

Popular Demand.

Retailer Buying.

TO THE foreigner America is amazing. He says:
 "What a wonderful country! So immense, yet the
 same everywhere I go!"

whose goods have a popular demand; and second, that class which we will call inter-trade business—business which sells to business—and most of you men come under this class.

To the business man who sells his product to a limited class, the mailing list of these comparatively few selected people offers wonderful possibilities. Thank your good fortune that your advertising appropriation is bounded by the size of this limited list and that you don't have to advertise to the millions as the national advertisers must do.

The more conspicuous variety of advertising is more properly termed publicity. The other side to advertising is not so showy, not so often seen by the masses, but nevertheless it is just as potent. This is the advertising that is traveling through the mails from Maine to California and selling millions of dollars worth of manufactured products. Many of you perhaps envy the achievements of the other men who happen to sell collars or chewing gum or facial cream.

You have the same advertising opportunity. There are many manufacturers today who, like most of you, sell a restricted

class of large consumers, who have made immense fortunes by judicious advertising. There are numerous jobbers, yes jobbers, the most staid and conservative class of business men on earth, who have risen head and shoulders above their fellows, and built stupendous business structures—simply through the use of consistent advertising methods. And yet many say, "My business cannot be successfully advertised."

Now how can the manufacturer or jobber make this great force work for him? I'll give you the few primary principles that every successful advertiser must adhere to. These are as simple as two and two. But because they are so obviously simple and easy, few new advertisers follow them and hence the great number of men who say, "Yes, I've tried advertising and it's no good."

First Requisite: A common sense attitude toward advertising. It is surprising how few business men have the right understanding of the function of advertising. For once and forever, get this point firmly imbedded in your minds. Advertising is not magic. It is not a short road to sudden wealth. You absolutely must look on adver-

EVERY time I am talking advertising to a man who wants to see results before he spends his money I am reminded of the little girl who planted seeds and each day dug them up to see why they didn't grow.

tising as you look on other business forces and tools. It will do certain things and no more. Every man who has made a great success of advertising has done so because he started with the right attitude.

Business men will look with rational eyes upon salesmanship. Because they understand the limitations of the human salesman, they do not expect him to net the firm a large profit on his first trip, nor his second. They give him an opportunity to develop his prospects. They will spend tens of thousands on salesmen, equipment, plant improvement and countless other things, and be perfectly satisfied if they see profit on their investment coming in gradually year by year. But if they are induced to spend a few hundred dollars for advertising they immediately begin to look for results. With them advertising is not an investment but another expense piled up on their already high overhead.

The second requisite in successful advertising is Patience—just the same common sense patience as you apply to your salesmen, your workmen—your very machinery.

Right here I want to remind the American business man of his biggest fault in all lines of endeavor—his abominable impatience. Impatience is the cause of more business failures than most people ever dream of. The fretful, nervous American business man is like a spoiled child. Because his wonderful country has gushed forth oil at the touch of his hand, disgorged gold, silver and bounteous crops at his command, because he has been living on prosperity caused by *natural* wealth, he has come to think that everything must come to him at the touch of the button. America has fast been approaching an era similar to that which has prevailed in Europe for more than a century—an era when we must work scientifically and intensively for our wealth.

Every time I am talking advertising to a

man who wants to see the results before he spends his money, I am reminded of the little girl who planted flower seeds and each day dug them up to see why they didn't grow.

It is our impatient American policy to plant today and expect to reap tomorrow. This is a false basis. It is contrary to the law of nature which says: "Plant today and reap months hence." The sooner you have the patience to apply this law to your advertising, the sooner will you begin to create great, solid, enduring markets for your goods.

The third requisite for advertising success is System. If there

is anywhere on earth where deliberate, pre-arranged system is absolutely vital it is in advertising. The building of a great business is as important a task as the erection of a great bridge, is it not? How does the engineer build his bridge? Does he start on one side of the wide ravine with a hundred dollars worth of materials and build out as far as they last? Does he then sit down on a cross beam and curse his luck and say it can't be done? Never! Mr. Engineer is a cold, hard-headed mathematician. He *surveys* that ravine. He measures every foot of ground. And then he goes away and stays away for some time. But he is not idle. What is he doing? Making *plans*.

Plans for the whole structure—from this side clear over yonder to the far hill. No experiments for him. He sees the problem as a whole. And as a whole he plans its solution. And when the pneumatic riveters begin to chatter up on the lofty beams and the great cranes begin to swing their loads of steel through the air, you, Mr. Business Man, stand down below and look up in admiration, and you say, "By George, that's going to be some bridge."

Why don't you build your business structure that way? Why don't you erect your salesmanship and your advertising on *plans*?



The Salesman is given opportunity to develop his Prospects.

The men who have made advertising coin money for them have had plans. They haven't frittered away their money on a hundred paper weights here, and a supply of bathing girl calendars there and a one inch complimentary trade paper ad in the other place. Not on your life! They have seen clear across to the other side of the ravine and they have calculated what is going to take to get them across.

The fourth important requisite to successful advertising is Technical Advertising knowledge. I shall deal with this subject as briefly as possible, although I dare say three hundred books have been written about it.

The more you learn of advertising, the greater respect you have for it. The newer a man is in advertising the simpler it is to him. There is a story about a manufacturer who called in an advertising man to write a circular letter for him. After he got the bill—which was for \$10—he raised a great rumpus and appealed to a personal friend of his who was a big advertiser. "This bill is preposterous," he said to his friend. "How long should it take a man to write a circular letter?" "Well," replied the big advertiser, "a man of uncommon ability can do it in a day; a man of ordinary skill would take a half day, and any damn fool will write one in thirty minutes."

Advertising is not the study of type arrangement, the grouping of words or the painting of pretty pictures. These are but parts. It is the study of human nature—the deepest and most baffling element in existence—it is the study of the greatest force in the world, the force of thought. The advertising men of today are devoting themselves to this study—just as scientists are delving into hidden secrets of medicine and hygiene. The advertising man who is worthy of his hire, and he is becoming more numerous every day, is the man who will disagree with you if he knows he is right, who will refuse your business if he cannot render you real service.

You are a specialist in your particular

line. But for years you have had your nose very close to it. The trained advertising specialist surveys your business from the vantage point of the disinterested spectator. He sees, through eyes trained in the bigger broader school of general business. He has surveyed hundreds of businesses. He has analyzed many of them through exhaustive investigations. He can see what you can't. He can suggest improvements where you see none possible. He is much more than an advertising man, he is a student of business building, as practical as a blacksmith. He looks beyond the cloudy detail of your business, out into the great field of trade in which you are operating.

It is far cheaper to employ this man, pay

him his price and get his service than attempt to untangle your advertising or selling problems single handed. Of course the advertising man doesn't know all the details about your business; doesn't want to know them. But he does want to know and he will find out a great deal about the selling points of your goods, the selling methods you employ, the people you sell to and what these people require in your goods and your service.

Now, I have given you the four principal requisites for advertising success—the Right Attitude, Patience, System

and Advertising Knowledge. Embodied in all these is the one great all-embracing secret of advertising success—*Persistence*. You can't get there without it. And if you're not willing to make advertising a permanent part of your business, just as inseparably fused into its fibre as the buildings and machinery themselves, then you will never cash in on it as you can and should.

I was told the other day that a certain immense hardware concern in the West, when the great drought in Nebraska came, some fifteen years ago, never pulled a man out of that territory. Every competitor took off his men. Nebraska hardware dealers were left to shift for themselves by all except that one concern. Its men were instructed to cover the trade as usual—regardless of every-



Like the little girl who planted seeds and dug them up to see if they were growing.

WHAT has standardized American customs and made America the most prosperous and peaceful country on earth? The tremendous power of advertising.

thing. And they did, month in and month out—without getting enough business to pay for their meals.

But finally when the rain came down and wilted Nebraska rose up in her strength and went to work, that Missouri jobber had the whole state's business in his pocket. And he has managed to keep most of it there ever since.

With a knowledge of these advertising requisites and a determination to adhere to them, practically any line of business can employ advertising with great profit.

Advertising has contributed more to the peaceful commercialism of America than any other economic force. It has welded this

great nation of a hundred million people into one great harmonious family, enjoying the same advantages and comforts in every section, maintaining the same customs and modes of thought, co-operating as one great homogenous unit. Advertising has been the great equalizer, the great standardizer, the great mold of thought and the great stimulator of energy and efficiency.

Does it not naturally follow that every business man who will harness some of his tremendous force to his own individual use and let its beneficial current continually run through the fabric of his business, will unquestionably increase the speed of his commercial growth?

Thank You!

THE Dodge Publishing Company have kindly accepted our apology for publishing the poem "How Did You Die?" by Edmund Vance Cooke, without permission; and have waived their charge of \$25.

Vice-President Marshall is a Rotarian

THOMAS F. MARSHALL, Vice-President of the United States of America, is an honorary member of the Phoenix (Ariz.), Rotary Club, having been elected in March and having accepted the honor.



Evolution of the Kodak

By Frank J. Callan

"HELLO Jack, you are just in time to press the button so I can get in this"—a simple request in itself, but what a world of meaning it conveys to the initiated into what was once considered the mystery of photography. The earliest known camera is the camera obscura used by Euclid 300 B. C., which was improved by Bacon in the thirteenth century and again improved by Porta. Daguerre, in 1839, gave us the process known as Daguerreotype, which was a great step in advance of anything then known.

Talbot's process of coating paper so as to procure prints in unlimited quantities was patented in 1841. The wet plate process was the next advance and possibly some of my readers will remember how the operator would appear with something under his coat or wrapped up in a black cloth, and then the posing and straining to get a good expression and how hard it was to keep still for the long exposure required.

The next method was the dry plate which has almost eliminated the wet plate except for certain kinds of work. Progressive

photography really dates from 1880 when Mr. George Eastman took the first active steps to put in operation his inventive genius to simplify and place within the reach of everyone the advantages and pleasing features of photography. In a small room with one lone employe he began the business now so well known around the globe.

In 1884 the Eastman Dry Plate and Film Company was organized and photographic films instead of dry plates were made commercially practical. The first film roll holder held from 48 to 100 exposures which had to be loaded in the photographic dark room, also unloaded. Those who used the roll holder found it more convenient and inexpensive to return their exposed rolls to Eastman for development and printing, and incidentally gave birth to that world-wide slogan "*You Press the Button We Do The Rest.*" Then came the first camera, designed for films exclusively. It was what is known as a box camera and in 1888 it was marketed under the trade-name "Kodak." The first film rolls used a paper supporting base for the sensitized film, but in 1890 the paper base was superseded by a transparent film base. The loading and unloading of the kodak was still a dark-room proposition up to 1895 when the

NOTE.—Mr. Callan, of F. J. Callan & Co., photographic supplies, is a member of the Pittsburgh Rotary Club.



It is exceedingly interesting to develop the film or plate and to watch the image gradually appear until full development is attained. There is a sense of pride and exultation to think that you had gone to a lot of trouble to get this picture just the way you wanted it.

"daylight loading film cartridges" were introduced. These cartridges consisted of spools on which the films were rolled, with a strip of black paper to protect them from the light. The Eastman company has improved on the original wrapper by using a paper, one side of which is red and the other black. The exact data in the above was supplied by the Eastman Kodak Company in reference to their growth, and we cannot speak of "The Evolution of the Kodak" without giving Mr. George Eastman credit for his wonderful achievement. The daylight loading kodak, the first one, was a little square box, the films for which were wound on a metal spool notched or having a ratchet on one end. The size one and a half by two inches was rather small but the people who used them were so pleased in being able to get such good results that the size was a secondary consideration as the film could be used to get enlargements.

Speaking of enlargements, it is strange that the kodak user does not have more enlargements made from his negatives as oftentimes there is rare beauty in the film, but in order to enjoy it an enlargement should be made. For example we make an exposure in the woods showing the woods and a curving road; on a small kodak there is such a wealth of detail, the trees, branches, twigs, leaves, that when you look at the small print it looks like a confused mass of small units not at all pleasing, but take an enlarged print of the same subject and a great difference can be seen.

The next kodak put on the market was the "No. 2 Bull's Eye," the size of which was three and a half by three and a half inches. It became a very popular kodak because of its fixed or universal focus which practically could make all objects six feet from the kodak to infinity appear sharply and clearly. Very soon after the advent of the "No. 2 Bull's Eye," there came in succession the "No. 4 Bull's Eye," the "No. 4 Special" for plates or film, making a four by five inch image, the "Cartridge Kodaks" in three sizes, and then better shutters and faster lenses, which made it worth while for camera manufacturers to make special efforts to produce lenses of superior quality and speed. From this time, the number of different models and sizes was simply bewildering. The famous "Brownies" were added and they increased the popularity of the kodak and picture making. The desire on the part of a great many people to "kodak" produced the demand for a business to develop and print the exposed films, although that work was taken up by thousands

of photo enthusiasts who preferred to do the work themselves.

It is exceedingly interesting to develop the film or plate and to watch the image gradually appear until full development is attained. There is a sense of pride and exultation to think that you had gone to a lot of trouble to get this landscape or picture in just the way you wanted it. Of course the kodak game is very much like any other; you must give it a little study in order to be proficient. The camera or kodak lens must be ground true so there is no distortion of the resultant image; it must be large enough to cover the film or plate. The film or plate must be covered with the emulsion, the constituent parts, the formulas for which are worked out by high salaried chemists, must balance and the coating of the glass or film base must be exact so that there is uniformity.

As mentioned above there was quite a number of people who went into the photograph finishing business. In Pittsburgh alone, in 1889, there were only four; today there are eighty to ninety, all doing business. In 1902 the "kodak daylight developing machine" was introduced, making it possible to develop films in daylight, doing away with the dark room, and its attendant drawbacks. The introduction of this machine made it possible for daylight work all the way. The kodak was loaded and the film developed in daylight. This method interested people in doing their own work, as previous to this they would not bother with the dark room. Another good reason for the success of this method is the fact that the principles of the method are based on time and temperature, so that having the proper chemicals, time and temperature, the ten-year-old boy would get the results as good as the advanced amateur of mature years.

There was strong opposition to this radical departure from the old, time-honored methods, but the gradual proof of the better work done by the machine or tank converted the opposition into enthusiasts for the new method. Today the tank method is used by many professional photographers.

At the present time there are nine different sizes in kodaks and six in the "Brownies." Of the kodaks there are about thirty or more combinations of lenses and shutters to be had which is pretty good evidence that the manufacturer is endeavoring to meet the desires of the buyers. As a matter of fact there are certain groups of lenses from which the results obtained are very much the same.

One must choose according to the work he or she wants to do. These are wide-angle, telephoto, and three foci lenses which are used principally on tripod cameras.

A faint idea of the magnitude of the Eastman Kodak Company can be had when you are told that the space and materials used at "Kodak Park" include about one hundred forty acres of land, of which thirteen are given over to shade trees, flowers and shrubs. From the nucleus of the first building eighty-three have been built, giving an aggregate floor space of forty-seven acres. "Kodak Park" is equipped with two and three-fourths miles of water mains for fire protection; also forty-three hydrants, an organized fire department, including an experienced fire chief and eighty-nine members. The first chimney of the Eastman plant, built in 1907, is one of the tallest in the United States, being three hundred sixty-six feet high, twenty-eight feet in diameter at the base and eleven feet at the top. A second chimney of the same size was added recently. The combined capacity of the twin chimneys is equal to from eighteen thousand to twenty thousand boiler horse power. The plant is equipped with five ice making and refrigerating machines having a total capacity of more than two thousand tons. In the paper storage building there is space for nearly twelve thousand rolls of paper forty-one inches wide—sufficient to reach from New York to San Francisco. The box factory has a capacity of twenty-five thousand boxes a day. This is only one of the five Eastman plants located in Rochester. In what is known as the camera works division, a half million pounds of brass are used annually to feed the giant presses. A thousand pounds of strip steel are used in a single day, and the annual consumption of aluminum is the greatest in the United States.

From the foregoing one can very readily see the vast number of kodaks that are used



to warrant such an equipment. There is one feature in the use of the kodak that appears different than any other pleasure we indulge in and it is this: We make so many exposures on a film, and we take them to the kodak man to have them finished. When we get them, naturally we want to see them and in looking the prints over, some may have been over-exposed or under-exposed; so the clerk is asked to explain to the satisfaction of the customer. Now these prints, which the clerk has just looked over, represent some of our most intimate home life. Here is a picture of the baby, of Auntie or Uncle; here is one of our pet dog or

cat, or of a new piece of furniture purchased recently; we have a picture here to see how well it looks in the living room, etc. In this way we have our home life in pictures and the finisher participates inasmuch as he is the medium through whom your desires to make these pictures of home life are realized.

Some funny stories are told of the results obtained by the tyro in using the kodak. One that I recall is about a little Miss of ten who bought a small kodak with the avowed intention of taking pictures of her baby brother who had reached her home the week before. We instructed her how to use the kodak and she thought she knew but the sequel proved she did not. Well, she brought the film in to be developed, and in doing so we found the film perfectly black, which as you know meant that the film had been exposed to white light either in or out of the kodak. We asked the little girl how she tried to make the pictures, and she said, "Just as you told me." "Then what did you do?" was our next question. "Well," she said, "nurse and I went into the house and took the film out and went to the window and held it up to the light, but could not see any pictures, so I thought it better to bring them to you to have them finished." She finished them.

They who use a kodak to any great extent evince a fondness for this silent companion of their joys and sorrows. It is also a great ally of little Dan Cupid and has been known to help the said Dan make many a home run. That, however, does not impair its usefulness for the camera has its honored place in the home, and as time goes on it is again called upon to picture baby's first outing or any of the thousand and one cunning expressions that flit over the future man's or woman's little face.

The latest model in kodaks is the Autographic. By using the Autographic film one is enabled to title the negatives. This can be done with a metal stylus or sharp pointed pencil and can be written or printed as preferred. This is the greatest step made in the realm of photography during the last twenty years. The usefulness of this invention is manifold. The tourist who is kodaking in the cities of different countries can have the

name on each and every negative, which when developed, is right on the film as good as he can write and is as indestructible as the film. He does not have to try and remember where a picture has been taken.

Another feature is that you can write your name or ask a friend to write his signature on the roll, and you have a permanent reminder of what was perhaps a very happy day. Then the kiddies showing how they appeared when two, three or four weeks old, on their birthdays, in their first knicks, the first long trousers and so on. To try and enumerate all the things and uses to which the camera could be applied, it would be necessary to take up more space than the genial editor could allow me. However, we have now journeyed from the first kodak in 1888 to the latest. I will not say the last, for the wizard of Rochester might take exception; so we will say the latest which is the Autographic kodak.



British Rotary Roll of Honour

Compiled by Thos. Stephenson

Hon. Secretary B. A. R. C.

(Revised to March 15, 1915.)

"The highest form of SERVICE is service to one's country, and we have therefore pleasure in publishing the following list of patriotic British Rotarians who are at present on active service. We ought to add, however that while these men are serving their country in His Majesty's Forces, practically every Rotarian in the British Isles is rendering patriotic service of some kind or other at the present time. Most Rotarians are men in responsible positions, who cannot give up their whole time to military work, and they are all working in other directions for the benefit of their country."—Compiler's Note.

NAME.	RANK.	REGIMENT.	CLUB.
Adams, G. E.,	S. Q.-M. Sergt.,	Queen's Own Imperial Yeomanry,	Glasgow.
Allen, R. L.,	Private,	2nd King's Liverpool Regiment,	Liverpool.
Baird, A. H.,	Major,	5th King's Liverpool Regiment,	Liverpool.
Bale, S.,	Corporal,	Royal Engineers,	Liverpool.
Barney, W. E.,	Sergeant,	B Battery, Hon. Artillery Co.,	London.
Bayne, C. M.,	Captain,	Royal Artillery,	Glasgow.
Bedington, W. P.,	Lieutenant,	Royal Field Artillery,	Birmingham.
Blackwood, J. L.,	Captain,	Royal Field Artillery,	Edinburgh.
Cass, H.,	Captain,	10th Royal Scots,	Edinburgh.
Chalmers, J. L.,	Private,	Royal Scots Greys (2nd Drag.),	Edinburgh.
Chantler, R.,	Private,	7th Lancashire Fusiliers,	Manchester.
Cruikshank, J.,	Captain,	5th Royal High. (Black Watch),	Edinburgh.
Douglas, W. A.,	Lieutenant,	6th Royal Scots,	Edinburgh.
Downing, W. M.,	Lieutenant,	9th Royal Irish Rifles,	Belfast.
Ethells, T.,	Lieutenant,	17th Manchester Regt.,	Manchester.
Farquharson, D.,	Captain,	7th Royal Fusiliers,	Birmingham.
Gibb, A. A.,	Lance-Corpl.,	Army Service Corps,	Glasgow.
Graham, J.,	Sergeant,	Queen's Own Imperial Yeomanry,	Glasgow.
Heilbron, E. J.,	Major,	3rd King's Own Yorkshire L. I.,	Glasgow.
Henderson, J. N.,	Captain,	4th Royal Scots,	Edinburgh.
Hendry, S. G.,	Private,	9th Royal Scots,	Edinburgh.
Ison, H.,	Captain,	7th Manchester Regiment,	Manchester.
Jennens, K.,	Captain,	5th Royal Warwickshire,	Birmingham.
Johnston, Dr. R. J.,	Captain,	Royal Army Medical Corps,	Edinburgh.
Jones, A. W. D.,	Lieutenant,	Army Service Corps,	London.
Kirkwood, J. A.,	Lieut.-Com.	Royal Naval Volunteer Reserve,	Glasgow.
Laird, J. W.,	Captain,	6th Argyll and Suth. High.,	Glasgow.
Lindsay, J. H.,	Captain,	Forth Royal Garrison Artillery,	Edinburgh.
Lowe, D. M.,	Sergeant,	4th Royal Scots,	Edinburgh.
M'Eachren, F.,	Lieutenant,	Public School Corps,	Birmingham.
Mason, A. B.,	Private,	Royal Engineers,	Birmingham.
Mellor, J. L.,	Captain,	6th Royal Warwickshire,	Birmingham.
Millar, R. G.,	Asst. Paymaster,	Royal Naval Reserve,	Glasgow.
O'Connor, H.,	Colonel,	Royal Garrison Artillery,	Edinburgh.
Pank, C. H.,	Major,	7th Middlesex,	London.
Patterson, R.,	Dresser,	Royal Army Medical Corps,	Belfast.
Playfair, C.,	Major,	1st Birmingham City Battalion,	Birmingham.
Quack, H. H. K.,	Captain,	Queen's Own Imperial Yeomanry,	Glasgow.
Ritchie, J.,	Trooper,	Queen's Own Imperial Yeomanry,	Glasgow.
Schonfield, G. H.,	Trooper,	Queen's Own Imperial Yeomanry,	Glasgow.
Simpson, G. S.,	Major,	Royal Field Artillery,	Glasgow.
Symington, T.,	Colonel,	Royal Engineers,	Glasgow.
Taylor, C.,	Private,	7th Manchester Regt.,	Manchester.
Taylor, J. W. R.,	Private,	Highland Light Infy.,	Birmingham.
Turnbull, W. E.,	Lieutenant,	5th Royal Scots,	Edinburgh.
Uprichard, H. A.,	Captain,	Army Service Corps,	Belfast.
Wakefield, T. D.,	Lieutenant,	12th London Rifles,	London.
Watkes, T. S.,	Lieutenant,	6th Royal Warwickshire Regiment,	Birmingham.
Whitson, R. A.,	Lieutenant,	Royal Field Artillery,	Glasgow.
Williams, E. G.,	Captain,	5th Worcestershire Regiment,	London.
Young, A.,	Colonel,	4th Royal Scots,	Edinburgh.
Young, A., Jun.,	Lieutenant,	4th Royal Scots,	Edinburgh.

Further names should be sent to THOS. STEPHENSON, Hon. Secretary, British Association of Rotary Clubs, 6 So. Charlotte Street, Edinburgh.

Glasgow Rotary Club Raises Special Bantam Battalion

By William McCall

The following interesting news article concerning the activities of the Rotarians in Scotland was contributed by Rotarian William McCall of Glasgow, who wrote, in his letter of transmission: "The subject should be of special interest to Rotarians everywhere as it demonstrates how a limited membership is no handicap to a live Rotary Club when it gets really busy on any public or national service."

—EDITOR'S NOTE.

ONE of the greatest tasks undertaken by any club in the history of Rotary has just been brought to a successful conclusion by our Glasgow Club. The receipt of a letter from Lord Kitchener thanking the Club for its patriotic service and authorising the formation of a Bantam Battalion, which had hitherto been debarred by the military regulations, set the seal of success on the strenuous efforts of the Committee appointed to carry through this scheme.

Like many other projects, the scheme was in the beginning a very modest one which rapidly expanded beyond the most optimistic anticipations of its promoters, but fortunately the need produced the right man in the right place—a live wire equipped with that full measure of optimism and determination which foresees and overcomes all difficulties. It may seem invidious to single any one Rotarian for honourable mention out of the hard-working team of which the Recruiting Committee was composed, but not one of them will grudge this little tribute to their chairman, Rotarian J. S. Proctor, the first President of the Glasgow Club, and Director of the I. A. R. C. to whose qualities of team leadership, enthusiasm and knack of overcoming difficulties the success of the movement is largely due.

The history of this stunt dates back to a Club Lunch held last December, at which a delegation from Edinburgh was present whose object was to ask the co-operation of Glasgow in enrolling sufficient names for a Bantam Battalion, to justify the consent of "Powers That Be" being asked for the formation of one such regiment in Scotland, to put this country in line with England, where several such regiments had already been authorised.

It might be as well to explain at this stage, for the benefit of those unacquainted with the wonderful workings of the official mind, that a "Bantam Battalion" is composed of men from 5 feet to 5 feet 3 inches in height, who, although in perfect physical condition,

are not allowed to serve their country in the regular battalions because they do not come up to the official height standard. For this reason a very large proportion of candidates for the Army were rejected at the recruiting offices, although otherwise perfectly fit, and in many cases tougher and more likely to make good soldiers than their lankier brethren.

Limitations of space prevent any discussion on the sense of the official superstition that only tall men make good fighters in these days of long range butchery by machinery, but in the minds of most people the Japanese burst up all these antiquated ideas in their scrap with Russia.

Knowing that many willing volunteers had been humiliated and hurt at the rejection of their offer to serve their Nation in her hour of need, which was all the more inexplicable to them in view of the cry for men, and yet more men, the Glasgow Rotarians assembled at that memorable lunch enthusiastically endorsed the Edinburgh proposition, and right away agreed to co-operate in the movement, and appointed a Recruiting Committee there and then to carry it through.

Their first intention was to enroll about 400 to 500 suitable men in Glasgow, Edinburgh to do the same, and to approach the War Office with these as proof of the desire of the small men to do their duty, with a view to having the height standard reduced, but it was at once found that the response was so enthusiastic that there was scope in Glasgow for a Rotary Bantam Battalion of its own, consisting of 1,350 men. It was therefore agreed that each club should act independently. According to latest advices Edinburgh Rotarians, with Lord Rosebery at the head of their committee, are doing well and will soon have their own regiment raised, but Glasgow has had the luck to win by a neck. Hence these triumphant whoops.

A series of recruiting meetings was at once organised, at which the names of those willing to enlist, if authority was received to

raise the battalion, were registered, and wide publicity was engineered by means of advertising slides shown in all the leading vaudeville theatres, and picture houses, while the local press nobly did their share.

It soon became apparent that this was no ordinary recruiting, in the sense that little or no argument or persuasion was required to obtain names. The short men were clamouring for their right to serve, and eagerly grasped the opportunity. When 1,200 names had been registered, it was decided to go ahead to 2,000 names, before asking Lord Kitchener to authorise the regiment, in order to be on the safe side, as owing to the high physical and health standard enforced in the British Army, it was felt there would be a considerable proportion of rejections.

A special "Bantam Week" was organised to attain this object, at which two meetings a night in ten districts were held, with such success that the roll was brought up to well on to 2,500 names. After weeding out those who obviously were under age or otherwise ineligible, Chairman Proctor was able to interview the "High Head Ones" at the War Office with the full 2,000 names in his pocket. At first the proposal was received with the traditional official attitude. It was unthinkable that the laws of the Medes and the Persians should be tampered with. If not actually turned down, the work accomplished was like to die of inanition if nothing was done to persuade the authorities to see the true light.

Then it was that Rotarian Proctor and his team got really busy. What they had done

before was comparatively nothing to the proposition they had now to tackle. The Press was invited to help on the good work, and responded nobly, local opinion was aroused, prominent citizens and our Members of Parliament soon became converted by the skilful missionary campaign, and by these and other means sufficient persuasion was applied to the War Office to obtain eventually the letter of thanks and authorisation from Lord Kitchener, which will long be treasured as proof of the service that Glasgow Rotary has given the Nation in war time.

As the Corporation (City Council) of Glasgow has raised and equipped two battalions, it was felt that their experience in regard to the business side of equipping and organising the regiment would be of the greatest possible service, therefore the further work which has still to be done before the "18th (Service) Battalion Highland Light Infantry 4th City of Glasgow," for such is its official title, although it will always be popularly known as the "Bantams," is ready for service will be undertaken in co-operation with a special committee of the City Corporation.

The first batch of enrolled men were medically examined and sworn in to-day, and this work will continue for ten days, when the newly born regiment will at once go into training quarters to prepare for the grim struggle which lies before it, out of which we who know the mettle of the Bantams are confident that it will emerge with honour and credit to its country and to its sponsors, the Rotary Club of Glasgow.

How Dublin Appreciates Your Magazine

A PART from the big fact that THE ROTARIAN is the organ of International Rotary, of the great and growing association that controls and guides the fortunes of Rotary, it is an interesting magazine.

Because it is the mouthpiece of an association it may—and probably does—suggest to some of our members that it is, well, just "an association paper," a kind of "house-organ" with contents about as narrow as most "house-organs."

People who feel that way about THE ROTARIAN do not read it, and the purpose of these lines is to respectfully suggest that such people should make it a rule to study every copy of our popular magazine that comes into their hands.

—COGS, Dublin Rotary Club.



Some Things They Say About Our President

☞ In Zanesville: "The writer remembers the very pleasant evening spent with you when you came to Columbus to address our Association of Credit Men. That evening we had the best talk we had ever had in the history of the Credit Men's Association and this comes from a brother Rotarian so, therefore, not hot air."



☞ In Rochester: "At our regular noon-day meeting yesterday, the club went on record as extending a vote of thanks to you for coming to Rochester and it would have done your heart good to see the enthusiasm and to have heard some of the remarks made. Rochester from now on will hold its own with any of the Rotary clubs."



☞ In Syracuse: "You struck the key for Rotary in Syracuse. Syracuse has needed such a talk as yours to the Rotary club for a long time as many of us have not taken the serious side of Rotary. Besides you got the Rotarians who do not believe in the Chamber of Commerce thinking, and two fellows on Saturday donated their services and they are going out to round up all the Rotarians who do not belong."



☞ In Watertown: "I enjoyed your talk so much at Syracuse last Friday evening that I want to hear you again and I want every member of the Watertown Rotary Club to hear you as well. In order to do so, we have made all arrangements for you to give us a short talk by long distance telephone from whatever city you may be in."



☞ In Kalamazoo: "Mere words cannot convey the earnest spirit of public service radiated by Frank Mulholland in his masterly address. The influence of his dominant personality and the truths of the gospel he preached will remain long and work much good in the minds of those who sat before him last night. The elements which a successful Chamber of Commerce must contain within itself and present to the community in which it exists are, as Mr. Mulholland's gospel teaches: Smiles—Goodfellowship—Optimism—The Boosting Spirit—SERVICE."—Editorial in "The Gazette."

More or Less Personal



MULHOLLAND STIRS UP ENTHUSIASM AT ROCHESTER.

President Mulholland recently visited and spoke before a big meeting of the Rochester Rotary Club at which were present many business men of the city who are not members of the Club. President O'Hea says that Rochester is bubbling over with enthusiasm as the result of Mulholland's talk and he can't remember anyone who has made such a fine impression on Rochester business men as our International President did. The Rochester Rotarians are going around with shoulders thrown back. Heretofore the Rochester Rotary Club has been receiving only very scant notices in the newspapers of their city, but the Mulholland meeting was reported with a great deal of space and now they are getting a good deal of desirable publicity. Rotarian Elmer Walters of the Rochester Club has originated a form of introduction of new members to the Club. The Rochester introduction of new members will be published soon in *Stunts*.

ALLEN ALBERT TAKES UP BIG JOB IN MINNESOTA.

Allen D. Albert of Minneapolis has resigned as Associate Publisher of the *Minneapolis Tribune* in order to resume his work among the civic, commercial and farmer organizations of Minnesota. He has been chosen as the Executive Secretary of the Minnesota Commercial and Civic Federation, an association which will seek to bind together the influence of the various organizations of the state; stimulate the towns of the state to civic activity; help eliminate the sectional prejudices of the state and endeavor to help the smaller clubs of the state to a larger service. According to the statement issued by the Federation they have a fund of about \$25,000 to work with for the first year. Albert has been chosen as the man able to give inspiration and direction to so great a power for the good of Minnesota. He has undertaken the work after being given practically a free hand and satisfied that the men of the State connected in the organization will give him whole-hearted support.

ROTARIAN IS ELECTED MAYOR OF CHICAGO.

Rotarians everywhere have good cause for feeling pride in the result of the Chicago municipal elections. William Hale Thompson, who was elected Mayor by the greatest majority that any candidate has ever received in any election in Chicago, is a Rotarian. Nearly four hundred thousand men and women gave him their votes. He assures the public that he will give the city a strictly non-partisan, business-like, above-board administration.

HE HAS EXPERIENCED THE FELLOWSHIP OF ROTARY.

Along in the middle of wintertime a wholesale paper Rotarian had his establishment destroyed by fire. At first it was a staggering blow to him but this is what he has written of his experience:

"We did more business in January, the month of the fire, than we did a year ago, which is very satisfactory considering that most of the paper houses are falling way behind in their volume of business this year over last. I certainly had an opportunity to test Rotary to the fullest in this emergency, and I can honestly report to you that I did not find it lacking in one single cog. Everybody whom I called on for service gave me the best and most efficient that I could expect and it was that more than anything else that gave me courage and heart to reorganize my business with the utmost dispatch."

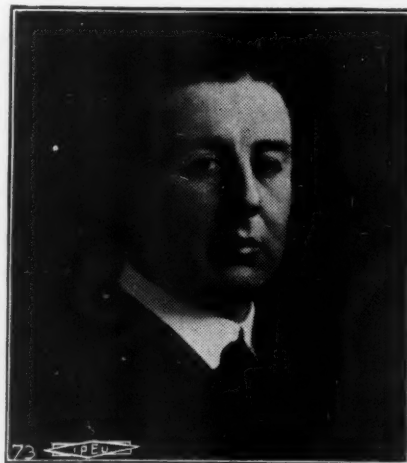
DIAMOND PIN NOW MATCHES HIS SMILE.

Our International President is wearing with a great deal of pride the handsome diamond pin presented to him by the Toledo Rotarians at the Chicago Conference luncheon, the presentation being made by President Thomas A. DeVilbiss of Toledo, who called Mulholland "the greatest interpreter of Rotary." After presenting the jeweled insignia of office DeVilbiss called on all the Toledo Rotarians to stand, there were about forty of them, and asked each one to respond to the automatic roll call with his name, business and a one sentence definition of Rotary.

GAVEL GOING ROUNDS OF CENTRAL U. S. A. DIVISION.

By courtesy of and under the supervision of the Indianapolis Rotary Club, the gavel presented to International Vice President Biggers, Chairman of the Chicago Conference of the Central Division U. S. A., is being sent from club to club in this division so that each club may have it for use at one meeting. This gavel is the hub of a wagon wheel with one long spoke for a handle and with a number of short spokes. It was pre-

(Continued on page 92)



Rotarian Wm. Hale Thompson, Mayor of Chicago

CLASSIFIED DIRECTORY OF PROFESSIONAL MEN IN ROTARY

CERTIFIED AND PUBLIC ACCOUNTANTS

- Baltimore, Md., Chas. L. Hehl.
901-903 Calvert Bldg. Phone St. Paul 4099.
- Des Moines, Ia., S. Bartlett Jones & Co.
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- Los Angeles, Calif., W. S. Morse.
424 So. Broadway. Phone Home A 2785.
- Minneapolis, Minn., Ralph D. Webb.
630 Security Bank Bldg. Phones Nic. 6922, Cent. 4108.
- Muskogee, Okla., John A. Arnold.
528-529 Flynn-Ames Bldg. Phone 1225.
- San Francisco, Calif., L. H. Greenhood, C. P. A.
407-9-11 Clunie Bldg.

ARCHITECTS

- Muskogee, Okla., C. W. Dawson, A. I. A.
412 Iowa Bldg. Phone 1973.

ATTORNEYS-AT-LAW

- Atlanta, Ga., Lee M. Jordan.
413-420 Trust Co. of Georgia Bldg. Phone Bell 769.
- Baltimore, Md., Thos. Foley Hisky.
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- Buffalo, N. Y., Botsford & Lytle.
834 Prudential Building.
- Chicago, Ill., Harris, Dodds and Kagy.
1317 Unity Bldg. Phone Central 1437 and 2018.
- Cincinnati, Ohio, Gideon C. Wilson.
54-55 Wiggins Block. Phone Main 413.
- Cleveland, Ohio, Weed, Miller & Rothenberg.
702 Engineers Bldg. Phones Main 4107, Cen. 489-W.
- Columbus, Ohio, Bennett & Westfall.
8 East Long Street. Main 5411.
- Dayton, Ohio, Lee Warren James.
509-516 U. B. Bldg. Phones Bell M. 601, U. S. 2601.
- Detroit, Mich., Irvin Long.
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- Indianapolis, Ind., Pickens, Cox & Conder.
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- Los Angeles, Cal., Riddle & Cheroske.
Offices Suite 904 Higgins Bldg.
- Madison, Wis., Welton, Marks & Porter.
413 Pioneer Bldg. Phone 645.
- Montgomery, Ala., Holloway & Mackenzie.
812-16 First National Bank Bldg. Phone 452.
- Nashville, Tenn., Manier, Bryan & Crouch.
23-28 Noel Block.
- New Orleans, La., H. W. Robinson.
226-229 Hennen Building. Phone Main 4005.
- Oklahoma City, Okla., Bennett & Pope.
1018-20 Colcord Bldg. Phone Walnut 4776.
- Omaha, Neb., Harley G. Moorhead.
632-636 Brandeis Theatre Building.

- Peoria, Ill., McRoberts, Morgan & Zimmerman.
319 Main Street. Phone Main 585.

- Philadelphia, Pa., Glenn C. Mead.
818 Real Estate Trust Building.

- Pittsburgh, Pa., Oscar T. Taylor.
1215-18 Park Bldg. Phone Grant 910.

- Portland, Ore., Estes Snedecon.
727 Corbett Bldg. Phone, Marshall 1256.

- Richmond, Va., Harold S. Bloomberg.
806-7-8 Va. Ry. & Power Bldg. Phone Monroe 2805.

- San Antonio, Hertzberg, Barrett & Kercheville.
300-307 Prudential Life Bldg. Notary in office.

- San Diego, Calif., Gordon L. Gray.
416-418 Union Bldg. Phones, Home 4160, Main 416.

- Seattle, Wash., E. L. Skeel.
1008 Alaska Building. Phone Main 6511.

- Sioux City, Iowa, B. I. Salinger, Jr.
214-15 Davidson Bldg. Phones, Bell 172, Auto. 2496.

- Spokane, Wash., Lawrence Jack.
610 Hyde Block. Phone Main 3008.

- Toledo, O., Frank L. Mulholland.
1311-17 The Nicholas Bldg.

- Winnipeg, Man., A. W. Morley, LL. B.
601 McArthur Bldg. P. O. Box 1432. Phone Main 228.

ATTORNEYS-AT-LAW

(Patents)

- Pittsburgh Pa., Edward A. Lawrence.
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704 Pacific Bldg. Patents. Corporations.
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Star Bldg., 18 King St. W.
- Wash'ton, D.C., Pennie, Goldsborough & O'Neill
McGill Building. Phone Main 1793.

DENTISTS

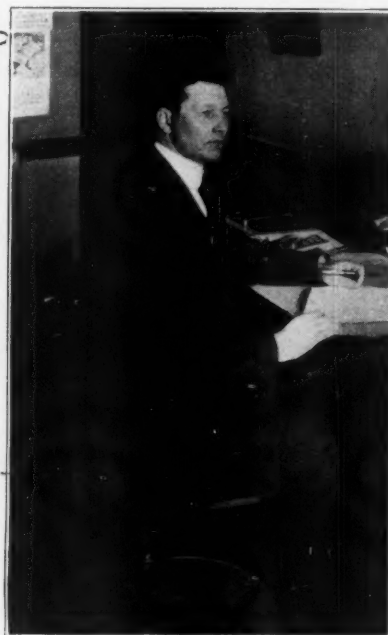
- Cleveland, Ohio., Dr. William O. Haldy.
811 Schofield Bldg. Phone Main 1859.
- Los Angeles, Calif., Dr. Conrad Deichmiller.
Dental Specialist. 610-614 Union Oil Bldg.

OSTEOPATHS

- Boston, Mass., Dr. Alexander F. McWilliams.
30 Huntington Ave. Back Bay 1348.
- Chicago, Ill., Dr. Ernest R. Proctor.
27 Monroe St. (Goddard Bldg.). Phone Central 5240.
- St. Louis, Mo., Dr. Homer Edward Bailey.
229-32 Frisco Bldg., 9th & Olive Sts. B. P., Olive 830.

SURGEON

- Los Angeles, Calif., W. F. Traugher.
707-8 Hollingsworth Bldg., Main 1687, F. 7114.



WILLIAM E. MORTON, Director of the International Association of Rotary Clubs, is an early bird. He was born at seven o'clock in the morning in Cleveland, Ohio, nearly forty years ago and he has been getting up early and hustling ever since. While he is permanently located in Richmond, Va., as Manager of the Richmond Branch of the Aetna Accident and Liability Company, his wanderings have touched many phases of business activity and have covered the states of Illinois, Ohio, Missouri, Pennsylvania, Massachusetts, Vermont, New Jersey, Tennessee, Georgia, West Virginia, South Carolina, North Carolina, Florida and Indiana. He stopped long enough in his wanderings in July, 1898, at Chattanooga to marry and has been permanently located in Richmond since 1908.

After completing public school and business college courses he learned the plumbing and heating trade and went into business, quitting this in 1892 to go on the road as a salesman for a Cleveland brokerage house. Several years later he entered the employ of the American Express Company in Chicago, continuing there until 1908, and being promoted eleven times. During the last three years he was in charge of the foreign exchange department.

He left the American Express Company to go with the National Surety Company, remaining with this concern until 1913 when he was kidnapped by the Aetna Company.

He is a Spanish War veteran, having been mustered into service at Columbus as a corporal and mustered out as a Sergeant under command of Capt. George T. McConnell of

the Williston Artillery, 5th Army Corps. He says that the military is his principal hobby, although those who know of his interest in Rotary are inclined to question this statement.

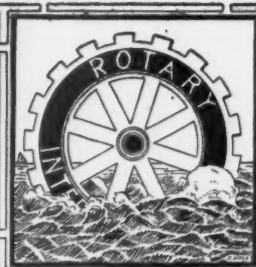
One might think that a man who had traveled so much and who had engaged in so many different activities, especially talking people into buying bonds, would feel little hesitancy about getting up and talking but Morton says that one of the big things that Rotary has done for him is to give him "the courage to stand on my feet and talk." Furthermore he says "Rotary has enlarged my acquaintance thereby making many more friends; it has impelled me on to do things for the pleasure of doing them, of doing the right thing for the love of it; it has broadened my mind and at the same time developed my ability."

Morton's tastes are as broad as might be expected from a man with such experience in life. He is interested in economics as a science; he likes the best of the theatre in both comedy and tragedy; he enjoys skating and boating, horses and baseball and in his earlier days was an ardent participant in baseball, running and gymnasium work; he likes to "read all good books."

It might be to keep the fat away from the door that he indulges in a great deal of walking and is a persistent suburban gardener.

ROTARY EXTENSION WORK

From city
to city
the seed
is sown



And across
the water
Rotary takes
its course

Eastern Division U. S. A.
E. J. Berlet, Vice-President.

ALTOONA (Pa.).
The chairman of the Organizing Committee for the Rotary Club of Altoona is Julian Millard.

HUNTINGTON (W. Va.).
The chairman of the Organizing Committee for the Rotary Club of Huntington is W. H. Banks, Secretary Banks Supply Co.

NEW HAVEN (Conn.).
The chairman of the Organizing Committee for the Rotary Club of New Haven is Arthur C. Morse, 2nd National Bank Bldg.

NIAGARA FALLS (N. Y.).
Chairman Woodward (120 Gluck Bldg.) expects to be able to report the organization of a Rotary Club in this city by the first of May. They are being assisted by Buffalo Rotarians.

PORTLAND (Me.).
The Rotary Club of Portland is making steady progress and have requested application for affiliation blanks as they are desirous of becoming affiliated with the International Association.
The officers are:
President—Robert Braun, c/o Porteous, Mitchell & Braun Co.
Secretary—Frank M. Low, Middle St.

UTICA (N. Y.).
The Rotary Club of Utica completed its organization on 12th March and have requested necessary application for affiliation blanks.
The officers are:
President—R. Seymour Hart, 15 Clarendon Bldg.
Secretary—Don R. Sidle, Chamber of Commerce.

The Rotary Clubs of Easton and Wilmington have recently been admitted to membership in the International Association.

The Rotary Clubs of Pottsville and Wheeling have made application for affiliation as members of the International Association.

Southern Division U. S. A.
John E. Shelby, Vice-President.

CHARLESTON (S. C.).
The chairman of the Organizing Committee for the Rotary Club of Charleston is W. W. Fuller, Charleston Hotel Bldg.

GREENSBORO, N. C.

The chairman of the Organizing Committee for the Rotary Club of Greensboro is J. C. Pierce, c-o J. C. Pierce Printing Co.

HAVANA (Cuba).

Vice-President Shelby recently had a conference with Mr. Rafael Martinez Ybor, Cuban Consul at Tampa, regarding the organization of a Rotary Club in Havana and is very enthusiastic about establishing Rotary in that city. The Rotary clubs of Tampa and Jacksonville have also pledged their support.

The Rotary clubs of Asheville, Jackson and Wilmington have recently been admitted to membership in the Association.

Central Division U. S. A.
W. D. Biggers, Vice-President.

BURLINGTON (Ia.).
The chairman of the Organizing Committee for the Rotary Club of Burlington is E. A. Florang, c-o Burlington Basket Co.

DUBUQUE (Ia.).
Rotarians Gordon and Fisher of Cedar Rapids have reported that after meeting with several gentlemen from Dubuque they decided to organize a Rotary Club and toward that end selected a committee on organization. The chairman is C. W. Walton.

HIGHLAND PARK (Mich.).
"Through the courteous assistance of Vice-President Biggers and Secretary Hascall of Detroit, the Rotary Club of Highland Park was organized," reports President Crusoe. They have a membership of twenty-five and are now desirous of becoming affiliated with the International Association.

The officers are:
President—J. F. Crusoe, 2940 Woodward Ave.
Secretary—H. A. Sisson, 11 Davison Ave.

JOPLIN (Mo.).
The chairman of the Organizing Committee for the Rotary Club of Joplin is R. E. Burns, c-o Joplin Globe Publishing Co.

MARSHALLTOWN (Ia.).
The chairman of the Organizing Committee for the Rotary Club of Marshalltown is F. G. Pierce, Secretary League of Iowa Municipalities.

NEWARK (Ohio).

The chairman of the Organizing Committee for the Rotary Club of Newark is

W. E. Hopkins, General Secretary Associated Charities.

QUINCY (Ill.).

The Rotary Club of Quincy was successfully launched on April 6th with the assistance of President Tompsett and Rotarian Martin of St. Louis and President Becker and Rotarian Korn of Davenport. The club has started with a charter membership of twenty-eight.

The officers elected are:

President—John Korn, 615 S. 8th St.

Secretary—Otis A. Arnold, 126½ N. 5th St.

WATERLOO (Ia.).

The Rotary Club of Waterloo held its preliminary organization meeting on April 16th. Rotarian Gordon of Cedar Rapids was instrumental in bringing about the temporary organization and they will perfect their organization shortly.

The temporary secretary is:

Almon F. Gates, 739 W. Mullan Ave.

The Rotary Clubs of Canton, Council Bluffs, Fort Wayne, Kalamazoo, Lima and Vincennes have recently been admitted to membership in the International Association.

The Rotary Clubs of Quincy and Zanesville have made application for affiliation as members of the International Association.

Western Division U. S. A.

Robert H. Cornell, Vice-President.

COLORADO SPRINGS (Colo.).

Director Hancock reported that he recently attended another meeting at Colorado Springs and arranged to hold a preliminary meeting during the month of May looking toward the accomplishment of the organization of a Rotary Club in that city at that time.

McALESTER (Okla.).

The Rotary Club of McAlester has requested the necessary application for affiliation blanks as they are now desirous of becoming affiliated with the International Association.

The officers are:

President—Elmer Hale.

Secretary—R. S. McPherson.

The Rotary Club of Port Arthur has recently been admitted to membership in the International Association.

Eastern Division Canada

W. A. Peace, Vice-President.

LONDON (Ont.).

Vice-President Peace has reported the successful organization of the Rotary Club of London. The club has started with a charter membership of sixteen.

President McDermid reports that the club is growing very satisfactorily and hopes soon to have a very live and large organization.

The officers are:

President—J. K. McDermid, 618 Dundas St.

Secretary—C. H. Ivey, Jr., c-o Empire Mfg. Co.

May Topics for International Thought and Discussion

As Outlined by the International Committee on Philosophy and Education, Glenn C. Mead, Chairman

- ❑ What principles have become fixed and established in Rotary?
- ❑ What new principles are growing up in Rotary?
- ❑ What other principles might properly be adopted by Rotary, having regard to its greatest strength and usefulness in the future?

A Little Bird Told Us

(Continued from page 88)

sented to the clubs of the Central Division by Rotarian Studebaker of the South Bend Club as particularly typical of Rotary as well as typical of the principal industry in South Bend—wagon making.

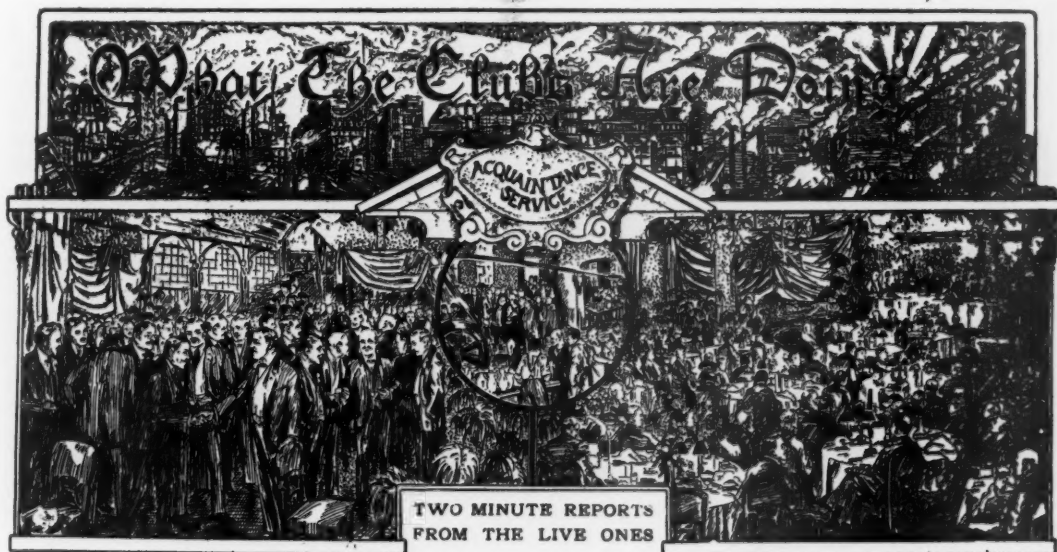
FORT WORTH ROTARIANS HONORED BY ANOTHER CLUB.

Fort Worth Rotarians have been honored by election to several important offices in the Commercial Club of that city. The new President, Van Perrine, is Sergeant-at-Arms of the Rotary Club; Frank E. Bohn, Vice-President, is Secretary of the Rotary Club; Chas. L. Biederwolf, Secretary, is a member of the Rotary Club, and

William M. Griffin, who was President for two years before Perrine's election, is also a member of the Rotary Club.

The Roanoke Rotary Club has started something new—so far as Headquarters knows—by installing a Rotary cabinet in the rooms of the Chamber of Commerce. Rotary literature of all sorts, size and shape is on file and the Roanoke Rotarians drop in frequently to read about what the fellows in other clubs are doing.

Tom S. Kelly, for some time Secretary of the Omaha Club, is reported to have been knocked speechless recently when he was the recipient of a beautiful silver tray and water service given by the members of the Omaha Club.



THE feature of the last month in club activities has been the preparation and planning for the International Convention at San Francisco, July 19-24.

The reports from the various clubs received at Headquarters show a general and continually increasing enthusiastic interest in the approaching big event of the Rotary year. Several of the British Clubs have sent word that they will send delegates.

A special train will be made up in New York for delegates from the Eastern Section of the U. S. A. Plans are well under way for the delegates from the Southern Division U. S. A. to meet in Chicago and go west from that city by special train or trains. Several of the states in the Central Division U. S. A. will have special state trains, the plans for Ohio and Minnesota being far advanced. The Chairmen of the Transportation Committees of the Texas Clubs recently held a meeting at Palestine to complete arrangements for an All Texas special. A Southwest special for the Phoenix, San Diego and Los Angeles Clubs is planned. The Western and Pacific Coast Clubs are all making plans to entertain Rotarians as they go to and from San Francisco. Special activity along these lines is reported from Butte, Calgary, Victoria, Vancouver, Seattle, Portland, Tacoma, Omaha, Denver, Salt Lake City and Los Angeles.

AKRON Cautious About Enlarging Membership.

Having a membership above a hundred, the club is proceeding cautiously in admitting new material.

In conjunction with the Akron Aderaft Club, in which there are also many Rotarians, we had a special luncheon last month. Caupolican was the headliner. He is a well educated half-breed, directly descended from the Indian Chief Caupolican of Chile, South America.

March 22 we met again, welcoming home our President Bauman from his four weeks in the Southwest, where he visited eight Rotary Clubs, and from which he gained a lot of new matter.

The speaker was Chairman Gray of the Akron Bureau of the Unemployed. He told how, with six hundred dollars in three months by judicious action, employment had been given returning over seventeen thousand dollars in wages, in the city of Akron.

ALBANY Philosophy Committee Has Floor at Meeting.

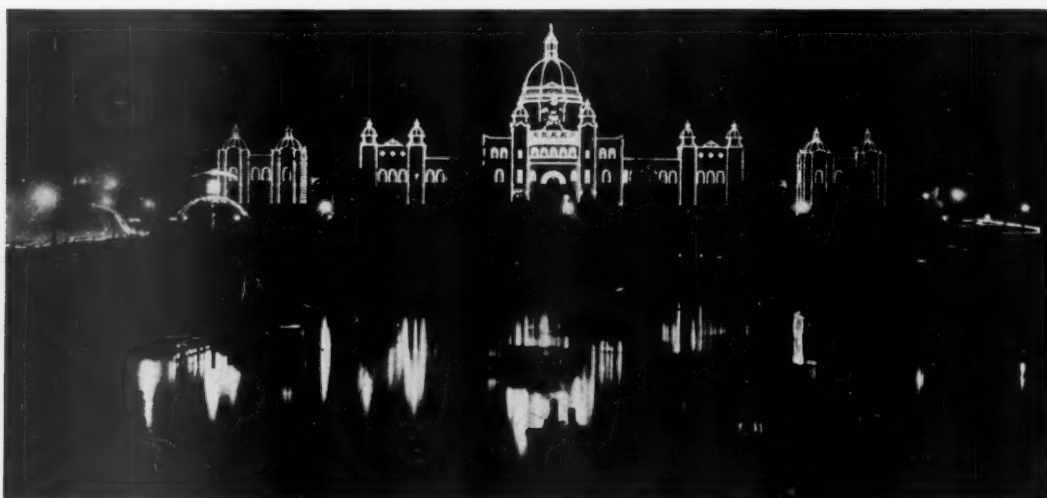
The committee on the "Philosophy of Rotary" of the Albany Club had the floor at a recent luncheon and will lead the discussion at intervals in the future. Our members seem a unit in the thought advanced by the committee that there is no place in Rotary for creed, politics or partisanship of any kind, but there is a very general feeling that we can and must stand in a broad way for all non-partisan movements which make for better business and civic improvement. The good-fellowship features of our organization may alone amply justify its existence; but its successful continuance and growth and public appreciation will depend in the long run upon its capacity for service.

As one of our members put it in a recent discussion:

"Rotary finds for us the way to bring ourselves, our own activities and our own lives, through pleasant personal intercourse and through common business interests, into the lives of others. Just so far as we use Rotary for service, use it as a means of expressing our common faith and for giving to others the truth there is in us, just so far do we become worthy of Rotary and do we make Rotary a strength and a power in the community."

ATLANTA Takes Clean City Work in Charge.

The Atlanta Club determined to have the city cleaned up thoroughly this Spring and has appealed to the city officials and all business men to coöperate in a city cleaning campaign and is receiving splendid support. The newspapers in their news and editorial columns have come out with strong endorsements of the movement and appreciations of the part the Rotary Club is taking. A



Parliament Building at Victoria, illuminated by the Government of British Columbia in honor of conference of Rotary Clubs, February, 1915.

special effort is being made to eliminate bargain sale signs which are disfiguring the store fronts of the down-town merchants.

BINGHAMTON Rotarians Plan Pilgrimage to Scranton.

About one hundred members of the Binghamton Club were scheduled for a pilgrimage by special train to Scranton to be guests of Rotary in that city on April 9th. Everybody was getting ready to have a great time.

We have initiated the plan of having brief verbal business bulletins at the weekly luncheons, limiting each speaker to three minutes in which to tell what he knows of his own business.

BIRMINGHAM Approves Plans for Going to San Francisco.

Following the wishes of the clubs in the Southern Division U. S. A., Vice-President Shelby at a conference with a number of Rotarians in Birmingham recently took up the matter of transportation routes to the convention. Chicago was decided upon as the logical meeting point of all the clubs. Delegations will meet there and go to San Francisco by special train over the Santa Fe. A number of stop-overs have been arranged for. The Birmingham Club will send a large delegation and will be active in endeavoring to get big delegations from every club in the division. The Southern Division special is moving with full steam ahead. Toot! Toot!

Retiring President Shelby was tendered a handsome mahogany chest of silver.

Our club is trying to give each member something to do; a special program committee is changed every sixty days; we have a different chairman for each meeting. We have discontinued holding business meetings at night because the attendance was not good.

The Birmingham Rotarians took an active and efficient part in the annual tag day for the Benefit of the Boys' Club and have been given profuse thanks for their aid.

BOSTON Rotarians Mingle Art With Their Business.

The Boston Club, at its March monthly dinner and entertainment, enjoyed the unusual educational pleasure of meeting at the Boston Art Club rooms, and this as the guests and by the special courtesy of Rotarian John Enneking, one of America's most famous artists and Rotarians, who spoke to the Club on the subject, "The Relation of Business to Art."

Mr. Enneking had scarcely recovered from the greatest distinction ever shown an artist in any country when more than 300 of the leading artists, sculptors and architects of America gave him a testimonial dinner at Copley Plaza Hotel, Saturday, March 6, 1915.

A large group of Springfield Rotarians visited us at our monthly dinner, and we were ably addressed by their Vice President, Rotarian Stuart Anderson. The Springfield boys are on the right track, and you will hear from them in the future.

The Boston Club's Board of Directors have asked the members to express their opinion as to holding a five day exhibition about the middle of November. The last exhibition of two and a half days was so successful that many have suggested doubling the time of the next.

CAMDEN has Planned to Trade Speakers with Philadelphia.

A new movement which promises to stimulate the speaking at the Weekly Luncheons consists of exchange of speakers between the Philadelphia and Camden Clubs.

The features of the past month's work have been a series of advertising talks by the members, the monthly dinner, and the enthusiastic coöperation of all members in the work of making the annual dramatic production a real success. Rotarian Harry Jordan, manager of the Keith Attractions for Philadelphia and vicinity, has given most valuable assistance to the dramatic committee.

CINCINNATI Rotarians Have Daily Luncheon Together.

Rotarians from other cities visiting Cincinnati

any week day will be able to find a Rotary noon luncheon. Rotarians who are members of the Business Men's Club have established a regular table at that club, presided over daily by President Galbraith, except on Thursday, when the regular weekly luncheon is held at the Hotel Sinton.

We are keeping up our stunts to give publicity to the convention, our latest being a one act Meller-drammer, "Sons of the Desert," which was a big go.

DAVENPORT has Memorable Inter City Meeting.

Past International President Greiner of Kansas City, President Tompsett of the St. Louis Club, Allen D. Altert of Minneapolis, and Frank Hering of South Bend were among the active and prominent Rotarians who were guests of the Davenport Club at the dedication of the new home for the club in the Hotel Blackhawk. Among out of town clubs represented were Cedar Rapids, Quincy, Moline and Rock Island. The visitors were entertained at luncheon by the Secretary of the Commercial Club. The Rotary banquet in the new banquet hall was a wonderful success.

The Davenport Rotary Club has endorsed the Comprehensive City Survey and the Women's Club Playground propositions.

DENVER Prepares for Stopover Delegations.

The Denver Rotarians were souvenired at the luncheon of April 1st with a "Spring Reminder" in the form of a two-day old chicken enclosed in a very nifty box surrounded by daffodils. The chirps heard from 125 of these, one at each plate, made some "living picture" advertising for the donor, W. O. Chamberlain, the Landscape Gardener.

The "On-to-Frisco" committee has been appointed. The special committee for the entertainment of the visiting Rotarians who pass through Denver July 10-12 is hard at work, holding a meeting each week arranging the details.

Genuine Rotary spirit is being manifested at our meetings. It has been decided that we shall have two talks weekly by club members on their business or profession, as it seems that more interest is taken in such talks than in any form of instructive entertainment that has been suggested.

ERIE Has Movies, and Talk About China.

Our brass man, Hitchcock, took us over to the Majestic Theater and showed us motion pictures of his plant in operation. It was a novel entertainment, and was thoroughly enjoyed by all.

J. M. Clinton, just recently from China, attended a recent luncheon and the regular speaker insisted on giving the floor to him. Mr. Clinton dealt with the commercial aspect of our relationship with China. He urged that we treat the Chinese people here to learn American conditions, in such a manner that they will continue to look to America for the best in Government and education and business.

We are planning an Erie number of THE ROTARIAN. Then we will tell you something about our fair city.

EVANSVILLE Has Mock Trial of Conference Representatives.

The President and Secretary attended the Conference at Chicago as representatives of the Club. There was a feeling on the part of the members that they did not represent the Club as we had a right to expect, consequently charges of "neglect of duty" were filed against them and a trial held at the noon meeting following their return. This stunt afforded more real fun and amusement than any we have pulled in a long time. The result was a hung jury.

On March 18th, our usual quarterly banquet was held. This was one of the most enjoyable occasions we have yet had. At this meeting a "badger fight" was put on and thoroughly enjoyed. It was feared that some of the indignant members, who were not "wise," would tip the police off and the place be "pulled" before the fight was staged. The stunt was new to many members, which made it very amusing.

The Evansville Club is a year and a half old, has one hundred and fifty members and the spirit of the Club is better than at any time since its organization. Practically every member is active and we average from seventy to eighty per cent attendance at the noon meetings. This enthusiasm is largely due to the untiring efforts and unselfish service of President "Onions" Pennington and other officers of the Club. We are all agreed that our President is the "finest in the land."

GALESBURG Organizes Boys in City Beautiful Campaign.

Galesburg Rotary's city beautiful campaign has grown to such dimensions that it is about the liveliest proposition in Knox county. The other day we held a meeting of high school boys and organized a bird house building company in the manual training department.

We have interested nearly a hundred boys in a vacant lot gardening contest and by giving free seed, free lots and free instruction, have the movement well established in every part of the city. Three hundred dollars in prizes have been offered.

The club has brought three lecturers to talk on gardening.

A clean-up and paint-up week has been arranged for and will be fully observed the first week in May. The Woman's club is aiding to make this event a success, the Rotary newspaper is making ready a special edition, the moving picture theatres are all running slides advertising the clean-up idea and the street cars are carrying posters announcing dates and purposes of the project.

One of the pleasant social events of the month came on April 15, when the Rotarians entertained William H. Crane, Macklyn Arbuckle and Thomas W. Ross, the three stars with "The New Henrietta" at a dinner party.

On April 1, T. F. L. Henderson, of the Sheldon School of Chicago, made a special trip from Chicago to speak to the club and his talk was the best on business that we have ever had.

GALVESTON Observes Second Souvenir Night.

Souvenir night, observed on the evening of March 18, was the second affair of the kind staged by the Galveston Rotary Club. The occasion was

also that for the annual election of officers. Fully fifty members provided souvenirs—one of which was a brand new burlap bag which was used as a means of transportation in getting the other souvenirs home. Newly elected directors held a meeting at once and early in April a meeting of directors and all committees was held for the purpose of outlining plans for the year's work and play.

HALIFAX Club Backs City Non-Partisan Campaign.

Halifax Rotarians during March devoted their chief attention to Civics and Education. Having obtained the co-operation of other clubs and local organizations it formed a "Municipal Association" to improve the calibre of candidates for Mayoralty and civic positions, regardless of the common garden variety of politics, then to elect these in order to obtain a more efficient city government for a bigger, brighter and better Halifax. Many Rotarians have entered into the campaign with vigor. At the outset it may not succeed, but eventually it must, because while the club as father of the movement will see it well launched its members can be depended upon to keep it a live question.

The addresses of Rotarian Bell, a Chairman of School Commissioners, Dr. Stewart of Dalhousie University and Professor Cumming of the Provincial Agricultural College, with one to follow by Principal and Rotarian Sexton of the Nova Scotia Technical College comprise a course which it is hoped will result in an organized effort for a Practical Business Education department in connection with Dalhousie University.

Three delegates have been appointed to represent this farthest down east club at the San Francisco Convention. Two volunteers have already agreed to accompany them and other Rotarians are expected to join the party.

HARRISBURG Mourns Loss of Honored Member.

The Harrisburg Rotary Club has suffered its first loss through death and is now mourning the passing of Prof. William Sherman Steele, Principal of the Central High School and one of the most enthusiastic and loyal Rotarians. The school board has promised to act favorably upon our recommendation that the new school building be named after Prof. Steele. For several years he was Associate Editor of THE ROTARIAN for the Harrisburg Club. Prof. Steele was one of the most prominent educators in Pennsylvania, Chancellor of the Mount Gretna Chautauqua and a man universally loved.



Wm. Sherman Steele.

Mount Gretna Chautauqua and a man universally loved.

The club's annual ladies' night was a big success, more than 100 members, accompanied by their wives, attending.

The club has under consideration an amendment to the constitution to provide for weekly informal meetings between the regular fortnightly meetings. From forty to fifty Rotarians have been in the habit of meeting for luncheon at the Engineers' Club, calling themselves the Washday Dinner Club.

KANSAS CITY Rotarians get Goat of Elbert Hubbard.

It is not very often that Rotarian Elbert Hubbard loses his goat, but this happened recently when he came to Kansas City to lecture before the Travelers' Protective Association and its friends. Many members of the Kansas City Rotary Club are members of this Association and they put up the job on Hubbard. Several rows in the front were reserved and after the rest of the large audience were seated, the Rotarians, each one wearing a "Hubbard" wig, marched down the aisle silently and took the vacant front seats. The speaker gasped, and Rotarian Hutchings led in the cry, "They say that Elbert Hubbard ain't got no style, he is style all the while, all the while." Next day the local papers devoted considerable space to the story. In addition to being a good one on Hubbard, it was a tribute to the man who has done so much for Rotary and a compliment to the Association which was entertaining him. Past International President Greiner is credited with having been largely responsible for the stunt.

The club recently entertained the prominent clubs of the city at a big luncheon when United States Senator Weeks of Massachusetts was the guest of honor. United States Senator Reed of Missouri was also present. Prominent banker, from Oklahoma City, Wichita, Topeka and Tulsa attended. Senator Weeks afterwards said it was one of the most distinguished and distinctive bodies of business men he had ever addressed.

LOS ANGELES Sends Correction of Item in May Issue.

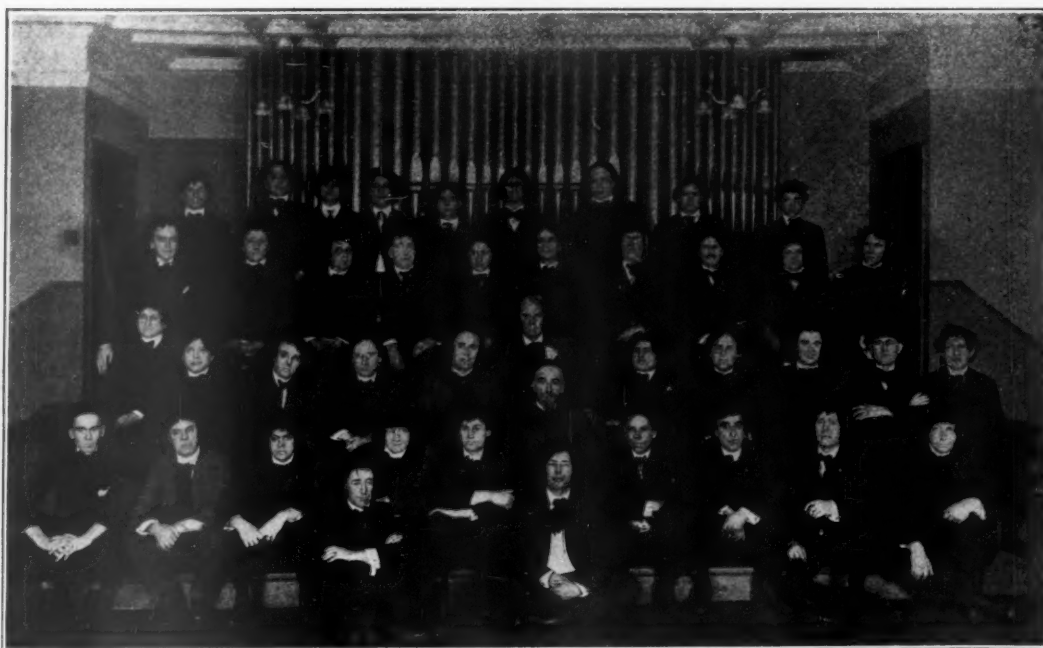
Our Associate Editor from Los Angeles comes to the bat this month with a correction of the item about his club in the April issue. So it happens that for May we have a communication while for April we had none. Herb Warden writes: "It happens that the Los Angeles article which you, in the goodness of your heart, put in for fear Los Angeles would be 'blanked' turns out to be all wrong on account of the way the newspaper account was written. Mr. Harris is not a Rotarian, the banquet was given him by his employees, the only Rotarian present was Roger Andrews, and the newspaper reporters 'garbled' it. You should worry!" The item was prepared in Chicago from press clippings and we are sorry we were misled by the newspaper reports into printing something that "wasn't so." Herb promises to send us something real good soon and ends with a nice compliment on the April issue.

MACON Rotarians Active in Georgia Jubilee Work.

The members of the Macon Rotary Club are taking active part in the preparations of the Georgia Jubilee Association for its second three days of fun and frolic, May 4, 5 and 6. We hope to give a good account of ourselves.

This may be a good suggestion for other clubs: Rotarian Emmett Small had thirty members of his office force to luncheon at the Rotary Club and the men and women who were guests were not only given a good time but were greatly impressed by this practical exposition of Rotary principles.

The first copy of the club publication *Rotary Smile* was issued in February with Billy Billings, Editor.



Kansas City (Mo., U. S. A.) Rotarians wearing "Hubbard" Wigs, as they appeared in a body at a talk by Elbert Hubbard, successfully "getting his goat."

MADISON Promises Some News of Live Doings.

This is introducing John St. John to the Rotarian world. John's a slave driver. John's lambasted the sleepy directors; he's roasted the inactive committeemen, and he's cussed the tired business-men-members. So now we've started again. Action is the word—action. In our next letter we'll tell you of the things we've accomplished under the scientific prodding of this genial terrestrial submarine.

MANCHESTER Club Hears Actor, Sailor, and Motor Expert.

Rotarian Harry Lauder was the guest of the Manchester Rotary Club March 4, and we had an attendance of just over ninety to welcome him in true Rotary spirit. On replying to the toast "Our Guest," given by Rotarian Hutcheon, Mr. Lauder ably dealt with the principles of Rotary. His exposition of Rotary and its relationship to business was the conviction of a man who knows his business.

At our Monthly Dinner March 16 we had a lantern lecture by Norman Box, of Norman E. Box, Ltd., haulage contractors, on motor haulage. The pictures thrown on the screen showed the many uses to which traction engines are put besides the commonly known one of drawing loads.

The second part of the programme was an exposition of the art of jiu-jitsu wrestling by E. A. Tessier, physical instructor to the Manchester Y. M. C. A., assisted by A. Vann. Mr. Tessier's explanations of each "throw" and "lock" shown were of special interest to the members of the Rotary Club who have contributed a complete company to the Special Police Reserve.

At our Lunch on Thursday March 18 we had Captain Bell of the Thordis, the first merchant-

ship to sink a German submarine. Captain Bell related "How it was done."

MILWAUKEE Rotarians Learn How School Should be Built.

C. J. De Gelleke, Architect for the Milwaukee School Board, and for the Riverside High School, pronounced the finest piece of school architecture in the United States in a recent report of the American Institute of Architects, was the principal speaker of a recent meeting of the Milwaukee Rotary Club. He gave us a great deal of interesting and valuable information on the construction of modern school buildings, emphasizing the necessity of having them so conceived and constructed as to be an uplifting and educating influence for boys and girls. The members agreed with him.

MINNEAPOLIS Rotarians Interested in Better Housing Conditions.

The problem of better housing conditions in the city has been taken up with interest by the Minneapolis Rotary Club. At a recent meeting Otto Davis of the Civic and Commerce Association exhibited pictures showing conditions in the city and asking the support of the Rotarians for the new housing law now before the state legislature.

MOBILE Joins Campaign to Aid Southern Farming.

Mobile Club is having well attended and enthusiastic weekly meetings, with attendance running above 65 per cent. Among the more prominent of recent activities is the co-operation with the Chamber of Commerce in an extensive, "Diversified Farming" Campaign, which included in its work

(Continued on page 102)

THE ROTARIAN

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Interesting and Valuable News

Has it occurred to you that the advertisements in THE ROTARIAN are interesting and valuable news items? They are "special dispatches" to you from that phase of activity which constitutes three-fourths of human existence—trade, commerce, business. They tell you of something new which is needed for your convenience or comfort—or of something which may be old in itself but is "news" to you. The advertisers in THE ROTARIAN offer to our readers a valuable service; the magazine furnishes service to advertiser and reader by bringing them together; the readers must complete the wheel of co-operative service by reading the advertisements and patronizing the advertisers when practicable and proper to do so. Then will start again a larger circle; more advertisements, more readers, a better magazine, better service.—C. R. P.

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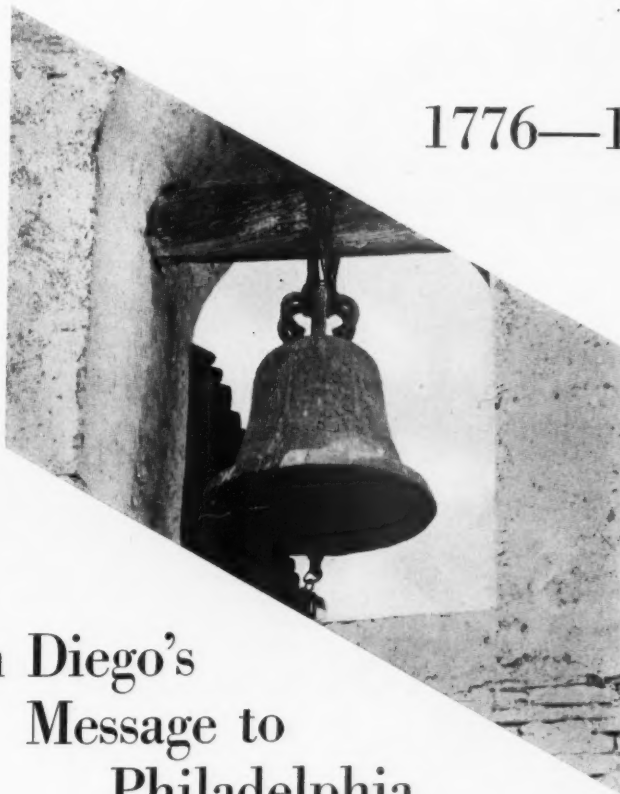
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BIRMINGHAM, ALA.....	John Sparrow, Sparrow Adv. Agency, Amer. Trust Bldg.—also Montgomery.
BOSTON, MASS.....	S. L. Mershon, Mershon & Klinefelter, 220 Devonshire St.
CAMDEN, N. J.....	Hubert Pfeil, Stephen Pfeil & Son, 225 Federal St.
CINCINNATI, OHIO.....	Allen Collier, Pres't, The Proctor & Collier Co., Advertising.
CLEVELAND, OHIO.....	Clement M. App, 510 Cleveland Athletic Club Bldg.
CORPUS CHRISTI, TEX.....	H. H. Edwards, Printer, 520 Starr St.
DALLAS, TEX.....	F. A. Wynne, 312 Juanita Bldg.
DAVENPORT, IOWA.....	Oswald Becker, Travelers Insurance Co., 715 Putnam Bldg.
DAYTON, OHIO.....	Henry Webb, Newspaper Advertising, 1201 U. B. Bldg.
DENVER, COLO.....	E. W. Brooks, the Smith-Brooks Printing Co., 1743 California St.
DES MOINES, IOWA.....	E. W. Sann, Mitchell Advertising Agency, 322 Flynn Bldg.
DETROIT, MICH.....	C. Richard Brand, Stocks, Bonds, 1413 Majestic Bldg.
DUBLIN, IRELAND.....	Kevin J. Kenny, Advertising Agency, 58 Middle Abbey St.
DULUTH, MINN.....	Wm. M. Gravatt, Walter L. Houghton Adv. Agency.
EDINBURGH, SCOTLAND.....	Fred L. Simons, Advertising Specialist, 8 Saint David St. North.
FORT WORTH, TEX.....	Bismark Heyer, Heyer-Mills Piano Co., 211 W. 8th St.
GLASGOW, SCOTLAND.....	Peter A. Menzies, Advertising Agency, 54 Gordon St.
GRAND RAPIDS, MICH.....	Chas. A. Donaldson, Mgr., Toledo Plate Glass Co., 19-21 Ottawa Ave.
HALIFAX, N. S.....	Fred M. Guildford, Guildford & Sons, 101 Upper Water St.
HAMILTON, ONTARIO.....	George F. Hobart, Hamilton Advertisers Agency.
HOUSTON, TEX.....	J. H. Beek, Beek Advertising Agency, Chronicle Bldg.
INDIANAPOLIS, IND.....	John L. Clough, Mgr., Chance-Clough Company, 1016 Merchants Bk. Bldg.
JACKSONVILLE, FLA.....	Jefferson Thomas, Thomas Adv. Agency, 606 Florida Life Bldg.
JOLIET, ILL.....	Forbes Fairbairn, Joliet Herald.
KALAMAZOO, MICH.....	Edward P. Munro, c/o The Bradstreet Co.
KANSAS CITY, MO.....	Willis M. Hawkins, Advertising Agency, Waldheim Bldg.
LINCOLN, NEBR.....	H. M. Bushnell, Publisher, The Trade Review, 202 Fraternity Bldg.
LITTLE ROCK, ARK.....	S. M. Brooks, Ad Writer & Counselor, 808 State Bank Bldg.
LONDON, ENGLAND.....	W. E. Barney, Frederick E. Potter, Ltd., Kingsway, W. C.
LOS ANGELES, CAL.....	F. W. Johaneet, Dake Advertising Agency, 432 South Main St.
LOUISVILLE, KY.....	Samuel McD. Anderson, The Trade Outlook, 208 Keller Bldg.
MACON, GA.....	Billy Billings, Whitehead-Hoag Co., 1009 Georgia Life Bldg.
MILWAUKEE, WIS.....	C. H. Hall, Hall Advertising Company, Merrill Bldg.
MONTGOMERY, ALA.....	John Sparrow, Sparrow Advertising Agency—Birmingham, Ala.
MUSKOGEE, OKLA.....	Jacob E. Brecheisen, Walk-Over Boot Shop, 215 W. Broadway.
NASHVILLE, TENN.....	Clifton H. Green, Independent Adv. Company, 1st Nat'l Bank Bldg.
NEW ORLEANS, LA.....	W. R. Burk, Architect, 840 Gravier St.
NEW YORK, N. Y.....	Eugene G. MacCan, Lubricating Oils, Hotel Imperial Broadway and 31st St.
NORFOLK, VA.....	C. J. Mains, Virginia-Pilot Pub. Co., Monticello Hotel.
OAKLAND, CAL.....	A. T. Golding, Ass't Secretary Oakland Rotary Club, 422 Dalziel Bldg.
OMAHA, NEBR.....	Daniel Baum, Jr., Baum Iron Company, 13th & Harney Streets.
OTTAWA, ILL.....	Chas. T. Bradford, Advertising, 610 Clinton St.
PEORIA, ILL.....	Frank H. Lowe, Whitehead & Hoag Co., 931 Jefferson Bldg.
PHILADELPHIA, PA.....	George P. Smith, Borne, Scrymser Co., 437 Chestnut St.
PIQUA, OHIO.....	H. Kampf, Editor & Manager Piqua Leader-Dispatch, 122 W. Ash St.
PITTSBURGH, PA.....	Elmer E. Brosius, Official Railway Guide Pub. Co., 1107 Peoples Bank Bldg.
PORTLAND, ORE.....	Geo. D. Lee, Geo. D. Lee Advertising Agency, 1323 Northwestern Bk. Bldg.
PROVIDENCE, R. I.....	A. H. Sanborn, Office Specialties, 26 Custom House St.
PUEBLO, COLO.....	B. F. Scribner, The Franklin Press Co., 818 W. 13th St.
READING, PA.....	John B. Dampman, Dampman Advertising Agency, 501 Colonial Bldg.
RALEIGH, N. C.....	John A. Park, Publisher The Raleigh Times.
RICHMOND, VA.....	Rufus S. Freeman, Pres. Freeman Adv. Agency.
ROCK ISLAND, ILL.....	F. W. Burgh, Advertising, 220 18th St.
SACRAMENTO, CAL.....	Jno. W. Morshead, The Morshead Advertising Agency, Nicholas Bldg.
SAGINAW, MICH.....	H. W. Kinney, The McClure Co., 2 Holland Court.
ST. JOHN, N. B.....	Ralph H. Watts, Adv. Mgr., St. John Daily Telegraph.
ST. LOUIS, MO.....	C. L. Chittenden, Blackhorn Sales Co., 4201 Hartford St.
SAINT PAUL, MINN.....	S. Greve, S. Greve Advertising Agency, 305 Oppenheim Building.
SALT LAKE CITY, UTAH.....	A. G. Mackenzie, Advertising and Publicity, 317 Continental Nat'l Bk. Bldg.
SAN ANTONIO, TEX.....	E. Y. White, E. Y. White Cleaning & Dying Co., 701 Ave. C.
SAN DIEGO, CAL.....	J. F. Haight, Advertising Agency, 514 American National Bank Bldg.
SAN FRANCISCO, CAL.....	H. H. Feighner, Secretary, The Rotary Club, 817-818 Humboldt Bank Bldg.
SAVANNAH, GA.....	Luke P. Pettus, Advertising Agency, 215 Real Estate Bldg.
SCRANTON, PA.....	R. K. Moore, International Correspondence Schools.
SEATTLE, WASH.....	W. A. Graham, Jr., Secretary, The Rotary Club, 247 Rainier-Grand Hotel.
SIOUX CITY, IOWA.....	Paul C. Howe, American Realty Co., 201 Commercial Block.
SPRINGFIELD, ILL.....	Walter S. Reed, Capital Engraving Co., 4th & Monroe St.
STOCKTON, CAL.....	Arthur G. Ross, Advertising Service, 511 Savings & Loan Bldg.
SVRACUSE, N. Y.....	Ray Van Benschoten, Van Benschoten and Countryman, 216 E. Fayette St.
TAMPA, FLA.....	L. D. Reagin, Manager, Tampa Publishing Co.
TOLEDO, OHIO.....	H. H. Stalker, H. H. Stalker Adv. Co., Nasby Bldg.
TROY, N. Y.....	Hugh M. Reynolds, Advertising Specialist, Times Bldg.
VICTORIA, B. C.....	C. L. Armstrong, Victoria Advertising Service, 113 Stobart Pease Bldg.
WACO, TEX.....	J. M. Clement, Mgr. Western Union Tel. Co.



1776—1915



San Diego's Message to Philadelphia

Greetings, Philadelphia! Fine, old historic place! The Cradle of Liberty! An old, old city,—as American cities are judged. Famed and revered in the hearts of all Americans. And here we are in San Diego. Yesterday we were a village, today a hustling metropolis. And yet there's a surprise in store for you.

When you come out to the Coast to see her great and growing cities and her fascinating expositions, we'll show you evidences of an historic and romantic past as well. For instance we'll let you ring our "Liberty Bell." You see it pictured above. A bell brought from Spain and used to ring out the story of Christianity a way back in 1771,—five years before the "Liberty Bell" proclaimed the cause of freedom in Philadelphia in 1776.

You'll find a myriad of interesting things in historic Southern California. Have your Exposition and your Convention ticket include San Diego.

Rotary Club of San Diego

704 Central Mtg. Bldg.

San Diego, California



Kno^{the} Belts



They Look Better
They Last Longer
Than Other Kinds

Kno^{the} Belts



From the lowest to
the highest priced
belts, one feature
always prevails—
intrinsic value.

Knothe Brothers, Inc.

ROTARIANS

122-124 Fifth Avenue, NEW YORK

(WHAT THE CLUBS ARE DOING)

(Continued from page 98)

a series of lectures in rural districts by scientific agriculturists from the United States Department of Agriculture, State Polytechnic school, etc., and the distribution of 16 registered bulls among the farmers, 12 of which were furnished gratis. The object is to induce the farmers of the South to "jar loose" from the ancient custom of raising cotton and sugar cane, diversify their crops and breed up their stock. Other matters of more or less serious import are receiving attention.

We have a ten minute talk by some member each week on the Philosophy of Rotary which is developing the interest of members to a remarkable degree. A large number of guests are being entertained at the regular luncheon and matters in lighter vein are not being neglected.

Several of our members recently went to Pensacola, Fla., to assist in the organization of a new club there.

MONTGOMERY Helps Build Bigger Chamber of Commerce.

During the last few days in March our Rotary Club confined its activities mostly to the assistance of the Montgomery Chamber of Commerce in a membership campaign, and a general re-organization of its departments on a larger and more efficient basis. The constant demand made upon the Chamber of Commerce in connection with the development of rural affairs, immigration, truck-farming, good roads, trade extension, state fair, wholesale trade, retail trade, publicity and convention, traffic and civic affairs, etc., made a larger Chamber of Commerce a necessity in every way. Our Rotarians entered heartily into the work and the campaign resulted in a great success. The Club is entering more and more into the heart and life of Montgomery, and has won the confidence of the entire City. "Rotary" is now synonymous with "success" in this neck o' the woods.

NASHVILLE Club Active in Community Plans.

The appeal of the United Charities to Nashville Rotarians for another ear of coal was responded to promptly and favorably.

The following week Nashville Rotarians accepted the invitation of the Golf and Country Club to hold their weekly luncheon at the club house.

There is much talk of San Francisco and Nashville hopes to be there strong.

Since the issue of the special Rotary number of the *Tennessean and American*, Nashville's leading morning paper—(and the only one) Rotary has taken a firmer grip on the community. The Rotary Club is working with the Commercial Club, the "Boosters," the Dixie Highway Workers, and other interests for the good of the community.

NEWARK Club Plans to Double Membership in Two Months.

The membership committee reports a plan to double the membership of the club within the next two months and there would seem to be little difficulty in carrying out the plan.

A candidate for membership, one of the officials of the New York Telephone Company, was

(Continued on page 105)

FREE BEAUTY BOX



Contains a liberal supply of the Famous Marinello Beautifiers. Preparations that build remarkably beautiful complexions. Used by over 2,000 professional cosmeticians—sold and highly recommended by over 1,000 beauty shops—prized by more than a million discriminating women.

Motor Cream
Lettuce Cream
Whitening Cream
Geranium Jelly
Tooth Paste
Face Powder and Soap

—all put up in a dainty package, all yours free—that you may see how they soften, whiten, cleanse and clear up the skin—how they preserve a naturally perfect complexion. Yours free—with the Marinello Beauty Book.

This Illustration Shows Beauty Box One-Half Size. Send for it today—now, enclose two dimes and three two-cent stamps. The Beauty Box will be sent free with the Beauty Book.

THE MARINELLO COMPANY

MALLER'S BLDG. Dept. AA. CHICAGO, ILL.
Represented in Chicago Rotary Club



—as Rotarians we think of the “mind ease” and “body comfort” which is yours when wearing

Superior
THE PERFECT UNION SUIT

and there's a Superior for every Rotarian, purse, purpose and person. De Luxe Style Book—containing fabric samples—free on request.

The Superior Underwear Co., Piqua, O.
Makers of the Active Man's Underwear

“C & C”
(Cantrell & Cochrane)
Ginger Ale

The
Champagne
of Ireland



Over fifteen centuries ago St. Patrick's Well in Dublin was famous throughout Ireland. To-day the waters of this historic well are drunk the world over in “C & C” Ginger Ale. “C & C” has the life, the sparkle, the delicious crispness of champagne, without the fire. See that you have “C & C” at the Club weekly luncheon and the monthly dinner and order in a dozen of “C & C” for your home.

Made by **CANTRELL & COCHRANE, LTD.**
(Established 1852.)



IMPORTED SCOTCH SOCKS
For Boys or Girls, by Mail

Send for some of these imported Scotch knitted woollen socks for your boy or girl today. Smart and comfortable. Suitable for boys or girls to ten years. Made in ¾ length with turned fancy top, in white, navy, black, brown and light and dark heather mixture.

Sent Postpaid Anywhere
on receipt of

Sizes 5 to 7, 40 cts. Pair
Sizes 8 to 10, 50 cts. Pair

SAM M. SCOTT
Boys' Specialist
VICTORIA, B. C.
(Member Victoria Rotary Club)

Mail This To Me Now, Today!
Name.....
Address.....
Size..... Shade..... ROTA

Within this Magic Circle

Is a
Market of 90,000
People—Men, Women
and Children

Taking five as the average of each family, the 18,000 circulation of THE ROTARIAN represents 90,000 buyers and users of commodities of every description—food, raiment and luxuries.

A majority of our subscribers take THE ROTARIAN home so their families can read it. It is both an office and a home Magazine.

Included in the 90,000 people are 18,000 Executives and Professional men, all keen for the latest and best in labor-saving and efficiency-producing devices and equipment.

***Ask Your
Advertising Manager or Agency
To Investigate This Market***

THE ROTARIAN,
910 Michigan Ave.,
Chicago.

....., 1915.

Send us your advertising rates and full particulars regarding THE ROTARIAN as an advertising medium.

Name, Town

(WHAT THE CLUBS ARE DOING)*(Continued from page 102)*

present at a recent meeting and made a talk, concluding with an invitation to the club to visit the telephone exchange and inspect the entire plant.

NEW ORLEANS Chairmen Are Chosen by Lot.

The weekly luncheons are proving as successful here as elsewhere. The chairman is drawn by lot and it is his duty to prepare program or stunts.

The attendance has been large. Our talks are short, to the point and of the variety which appeals to the busy citizen. The following stunt has been tried with much success. The chairman appoints one member to give a one or two minutes' talk on the life and business of another member. These have been a means of education and amusement to those present. The last Ladies' Day was such a success that the local club has determined to repeat it.

The present officials announced as their slogan when they took office "More fraternal basis and greater coöperation of all members." They are succeeding.

OMAHA Club Put in Hands of Irish Members.

Our meeting on March 17 was put in the hands of the Irish members of the club and the speeches and decorations were all in keeping with the occasion.

The last night meeting in the month being so close to April 1st was made an April Fool's Day affair, one of the jokes being real music furnished by club members.

PADUCAH Club Begins Better Live Stock Work.

The Paducah Club has purchased a registered Holstein bull for the use of the farmers in McCracken County. The farmer with whom he is to be placed will keep him two years, feeding and caring for him under the direction of the County Agricultural Agent, at the end of which time he becomes the property of the farmer. The idea is to raise the grade of stock in our county, and also to demonstrate the opportunities of cattle raising in Southwest Kentucky. The service will be free of charge. This perhaps seems quite a unique venture for a Rotary Club, but we hope in time to be able to show concrete results, and thereby justify the venture.

The noon-lunch meeting is being held regularly at two week intervals with splendid attendance. Rotary is on the boom.

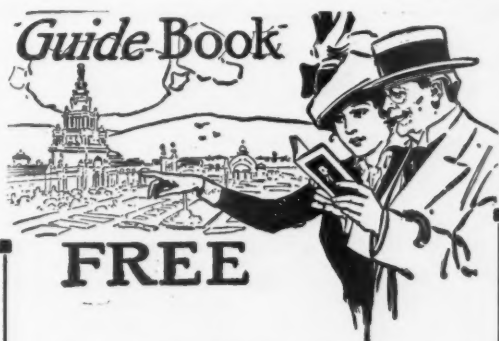
PALESTINE has All Texas Meeting to Plan Convention Trip.

A very successful meeting of the Chairmen of the convention committees of the Texas Clubs was held under the auspices of the Palestine Club, March 26th. The purpose of this meeting was to make final arrangements for the "On to San Francisco" Convention special train, charter hotels, etc.

PHILADELPHIA Rotary Boosts Chamber of Commerce.

Half a hundred members of the Rotary Club of

(Continued on page 107)



Simply sign and mail coupon below, or if you prefer, drop a postal asking for Book No. 142, and you will receive free, a profusely illustrated 64-page booklet containing valuable information about hotel and restaurant rates, Exposition admission fees and railroad and Pullman fares. Outlines how to vary your trip by going over one line and returning over another, thereby gaining the most comprehensive idea of the West; describes many free side trips enroute, as well as stop-over points of particular interest; tells how to see both Expositions and practically the whole State of California for a single Exposition fare; in fact, it is a Guide book giving just the information required to form complete plans for your Western tour and at a vast saving in cost. You know beforehand just what the trip will cost. Begin laying your plans now.

Get this Book today—It's free.

MAIL THIS COUPON.

Gerrit Fort, P. T. M.
Union Pacific Railroad Co.
Omaha, Nebraska.


I would be glad to receive free your illustrated "California Exposition Book" No. 142; and other information of assistance in planning a California trip.

Name

Address

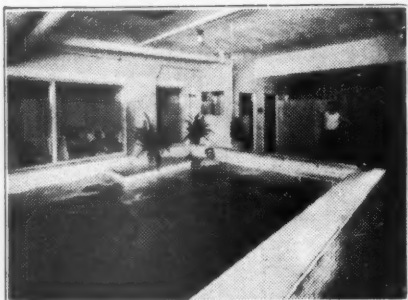
The "Rotary" cigar is sold on all Union Pacific dining cars.

Janssen wants to see you



Rotarian Headquarters at the
Famous
Hofbräuhaus
Broadway and Thirtieth St.
New York
Greatest Restaurant in America

THE KERCHER BATHS



Produce
HEALTH and HAPPINESS
S. E. CORNER CONGRESS and WABASH
Just ask for GEORGE and say "Rotary"—
that's all.
Best Baths in Chicago Established 40 Years
(Geo. Kercher, Member of Chicago Rotary Club)

ROTARY BANKS EVERYWHERE

Depository for
I. A. of R. C.



You are invited to
send us your terms for
collecting items in
your vicinity.

Write for our terms
for good "Rotary
Brand" of service.

R. F. CHAPIN, Secy.
Member Chicago Rotary Club



Traveler's Electric Stove

CONVENIENT	{ quickly heats water, tea, bouillon, etc., makes toast boils eggs, cooks cereals.
COMPACT	
ECONOMICAL	{ stove and cord pack into cup. Takes up less room than a collar bag. costs about 1½ cents per hour.

"The Dainty Way to Keep House"
is a booklet full of suggestions for
your comfort. Sent FREE on request.

SIMPLEX ELECTRIC HEATING CO.

Manufacturers of Everything for
Electric Cooking and Heating
85 Sidney St., Cambridge, Mass. Members Boston Rotary Club

Equip Your Signs

Cut-Outs, Display Cards, Pictures, Etc.

with supporting easels that will
hold them rigid and secure and in-
sure their proper dis-
play and long life.

Stand Pat Easels

mean satisfied custom-
ers and repeat orders.
They are rigid, secure
and light. They will not
sag or buckle. They
fold flat when not in
use. You can trust your
best work to the "Stand
Pat."

Samples free to the trade

The Stand Pat Easel Co.

45-49 Fort St. E., Detroit, Mich.
Member Detroit Rotary Club
The Only Exclusive
Manufacturers of Easel
Supports in the World.



(WHAT THE CLUBS ARE DOING)*(Continued from page 105)*

Philadelphia have actively interested themselves—as members of teams or team captain—in a whirlwind campaign for new members for the Greater Chamber of Commerce. There are less than 300 workers, representative of the best business interests of the City of Brotherly Love, and the Rotary Club is proud of its high percentage of representatives. Upwards of 5,000 members have been secured through the campaign which has done much credit to the Rotary Club as well as the City of Philadelphia.

**PHOENIX Makes Vice-President
Marshall Honorary Member.**

Thomas Marshall, Vice-President of the U. S. A., has been honored with and has accepted an honorary membership in the Phoenix Rotary Club.

We have developed cartoonists, poets, orators and other things along this line and now we are planning to develop a Southwest Special to the San Francisco Convention to be composed of delegates from Phoenix, San Diego and Los Angeles. Stop over on your way to the convention and we will show you many interesting things, including the biggest dam full of water you ever saw and as good a time as you ever had.

**PITTSBURGH Has Products Show,
Takes up Vacant Lot Gardening.**

The Products Show conducted by the Pittsburgh Rotary Club in the English Room of the Fort Pitt Hotel March 10 was an unexpectedly large success. It was really an Exposition of the products of the various members of the Pittsburgh Rotary. The large room was thronged throughout the day and evening and the great regret was that the displays had to be removed by 10 o'clock of the following day. In the evening 200 Rotarians and their wives enjoyed a dinner which was followed by an entertainment and moving picture show. As a means of promoting the social as well as the business ends of The Rotary, the Products Show is recommended to other clubs.

The Weekly Meeting of March 17 was turned over to the Pennsylvania Association of Professional Photographers. About 100 were present and were entertained at lunch.

The Civic Committee of the Club is co-operating with the Chamber of Commerce in a vacant-lot movement. This is the first time such a movement has gained any impetus in Pittsburgh. The plan originated with the Pittsburgh Rotarians and promises to be a big success. The idea is to secure the consent of owners of vacant lots to permit their cultivation by the poor people of Pittsburgh.

On March 24 the Club was entertained in a body by the Carnegie Technical Schools. The Tech students gave a dramatic performance in the evening, which was preceded by a dinner and inspection of the \$30,000,000 endowed schools.

**PORTLAND Rotarians Study
Uncle Sam's Pocket Book.**

President Fred Spoeri is now handling the Portland Club and is proving himself able to continue the great success of our Club under previous Presidents. Tuesday, March 9, we had a very large

*(Continued on page 109)***International Association
of Rotary Clubs****Annual Convention****JULY 18-23, 1915****San Francisco****On Your****"TWO FAIRS for ONE FARE"****Trip to this
Convention****VIA****STOP AT****The Grand Canyon: It's the
Biggest Thing to See on "The
Santa Fe Way" to California****Write for literature and train booklets;
also "TITAN OF CHASMS"****GEO. T. GUNNIP****General Agent Passenger Department****78 East Jackson Street
CHICAGO, ILL.**

ROTARY CIGARS

A ROTARIAN ENDORSEMENT

W. F. MONROE, PRES.

GEO. A. RENAUD, SEC.

TELEPHONES. CENTRAL 2754 AND 565



W. F. Monroe Cigar Co.

WHOLESALE AND RETAIL
CIGARS AND TOBACCOS

5 SO. DEARBORN STREET

TRIBUNE BUILDING

CHICAGO



DISTRIBUTORS FOR
RENAUD
TADAMA
ROTARY
JULIA MARLOWE
HAVANA CIGARS

BRANCH STORE
MONROE-RENAUD CIGAR CO.
124 W. MONROE STREET
PHONE CENTRAL 654

Quiros, Villazon & Co.,

December 15, 1914.

Tampa, Fla.

Gentlemen:-

Replying to yours of December 10th with reference to shipment of goods.

I am pleased to say that my Christmas order has just arrived and in my opinion it is the finest you have ever sent me.

The cigars are perfect in workmanship and aroma. In a word the packages are extremely attractive and I am anticipating a big Holiday business.

Your Rotary cigar is proving a big seller and it may please you to know that during the coming year the Rotary cigar will be one of my leading brands.

Thanking you for the prompt and conscientious way in which you have filled my order and with Season's Greetings, I am,

Yours very truly,

W. F. MONROE CIGAR COMPANY,

Secretary.

(Member Chicago Rotary Club.)

GAR

"MADE BY MEN WHO KNOW HOW"

Quiros, Villazon y Ca., Tampa, Fla.

*(WHAT THE CLUBS ARE DOING)**(Continued from page 107)*

attendance at Luncheon. Milton A. Miller, Internal Revenue Collector for the State of Oregon, gave a very interesting talk on Uncle Sam's Revenues.

The Portland Club is making active preparation to entertain all visiting delegations and will feel very much disappointed if every Rotarian does not purchase his ticket to read via Portland.

Our Ladies' Day was a grand success. The usual Roll Call responded to by members was dispensed with so far as the men were concerned, but the Roll was answered by the wife or daughter of the Rotarian. Prizes for the best description of "Hubby's" business were given to Mesdames Holmes and Joyce.

READING Rotarians Get Acquainted with Art Gallery of City.

The effort of the members of the Reading Rotary Club to learn what the city has in the way of art was a successful surprise. The Rotarians assembled in the main auditorium of the Boys' High School where they listened to a short talk on the Art Gallery and Museum by its director and then made a tour of inspection of the gallery.

Every man felt a little bigger after the affair.

RICHMOND Rotarians Take Charge of Ball Grounds.

At noon Tuesday, March 23, the Richmond Club met in the Red Room of the Hotel Richmond. A large attendance was present. Short addresses were made and some original stunts pulled off. April 27 the Club was to have charge of the baseball grounds and some big features were to be pitched. April 6 the Club spent a day in Norfolk as guests of the Norfolk Club.

ROME Club Behind Dixie Highway Movement.

The activities of the Rome Rotary Club for the past thirty days have been centered on the efforts of this city to have the Rome route selected for the Dixie Highway. The Rome Club promoted a luncheon at the convention of the promoters of the Highway at Chattanooga on April 3, and had in joint session representatives from Atlanta, Cincinnati, Louisville, Chattanooga, and other cities, together with the governors of Kentucky, Tennessee, Indiana and Georgia.


Romans feel that the only logical route is through the counties of Walker, Chattanooga and Floyd, and the Rome enthusiasm and real common sense facts presented during the Chattanooga convention seems to have changed the sentiment to the Rome route.

The Rotarians of Rome feel that their efforts in behalf of this route have been worthy of the cause and they will continue to boost the project for Rome until it is landed.

ROANOKE May Charter Special Car for Convention Trip.

While only two accredited representatives to the Convention will go from Roanoke, there doubtless will be half a dozen or more Roanoke Ro-

(Continued on page 110)



CIGARS

PANETELA SHAPE

You Can't BEAT THEM FOR 4c EACH

Box (50) \$2.00 Charges Paid

Imported Havana Filler

Few, if any, cigars made contain pure Havana tobacco and sell for this price.

— 5 1/8" long — banded Mild —

Address:

W. L. DeCoursey (Rotarian)
705 Columbia Bank Building
PITTSBURGH, PA.

Made by

Duquesne Cigar Co. (Rotarian)
Factory No. 1, 23rd District, Pa.
PITTSBURGH, PA.

My Pittsburgh Stogie still sell for \$2.00---100;
3/4 Actual Size \$1.00---50, charges paid

Advertise in
The Rotarian

AT HOME OR INSTITUTE **NEAL** THREE DAY TREATMENT

Overcomes cause and effects of the use of

DRINK OR DRUGS

Call or address J. E. BRUCE, President (a Rotarian), at head NEAL INSTITUTE, No. 811-R East 49th Street, Chicago (Oakland 439).

60 Neal Institutes in Principal Cities

CAMP ALGONQUIN

Asquam Lake, N. H.

A Rotarian Camp for Rotarian boys, on Rotarian principles—service.

Send for circular.

Address—EDWIN DeMERITTE,
815 Boylston St., BOSTON, MASS.

You Lose Money Every Day

If you give away or burn up waste paper. It's worth 30c to \$1.00 a hundred and there's always a ready market. Bale your waste with the

ALL STEEL
Schick
FIREPROOF

PAPER BALER

the simplest, strongest, easiest to operate of all paper balers. All steel—absolutely fireproof. Good for a life-time and will **earn money** and **save money** for you every day. Write for low factory prices and our liberal

Free 10 Day Trial

proposition. It doesn't cost you anything to find out what a Schick Baler will do for you. We assume the risk of a free 10-day trial, giving you an opportunity to satisfy yourself that the Schick is a money-making proposition for you. Write today for Catalog R and full information.

Davenport Mfg. Co., Davenport, Ia.



GET YOUR AUTO SPECIALTIES FROM LANDERS TOLEDO

Many large factories buy Landers' goods. They have learned to expect prompt shipments, low prices, and the benefit of our long experience. We can help with your problems. We can serve you with these lines:

Buckram	Strain Straps
Mohair	Top Materials
Enameled and	(colors to match)
Rubber Muslins	Flaxene
Drills and Ducks	Burlap
Carpets	Transparent
Fibre Cord	Celluloid
Imitation Leather	Wadding
Bow Lining	Cushion Canvas
Webbing	Etc.

Write for samples and prices.

The Landers Bros. Co.

Dept. R5,

Toledo, Ohio

(WHAT THE CLUBS ARE DOING)

(Continued from page 109)

tarians at the exposition during the convention and there is probability that a special sleeper will be chartered for the trip. If there is an extensive movement in the future for Eastern and Southern delegates to make the Panama canal trip to San Francisco the Virginia clubs likely will join.

Roanoke Club is becoming a school for citizens to learn things they do not know about institutions in their own town. At the last meeting Harris Hart, superintendent of public schools, told his club associates things they never knew about a school system in effect here which is attracting attention all over the country, his being among the first of American schools to break away from the old "grade" plan.

Secretaries who have read recent issues of the headquarters bulletins are advised of embarrassing activities of a man carrying a Roanoke club card. There can be no such thing as infallible judgment of human nature, but the situation serves to emphasize the necessity for scrupulous care in selecting candidates for membership.

ROCHESTER Has Mulholland at Big Annual Banquet.

The Rochester Club since the first of the year has more than doubled both its membership and average attendance at the weekly luncheons. President O'Hea is making every meeting specially interesting by procuring speakers who have a real message for Rotarians.

March 16, E. E. Ferris, author of "Pete Crowther, Salesman" and other books of special interest to salesmen, was the speaker. March 23, Rev. Albert W. Bevin addressed the club taking for his subject "Service." He spoke very highly of Rotary principles as he saw them demonstrated by the Club in taking in several new members.

The annual dinner was held March 25, at Hotel Seneca, at which International Pres. Frank L. Mulholland was the guest of honor and principal speaker and if Rotary needed any justification before the people of Rochester, Pres. Mulholland certainly provided it. Every one of the 450 present felt that they would not have missed this talk for anything.

The hall was elaborately decorated with potted plants, flags, and bunting. Over the speaker's table was suspended in miniature electric lamps our slogan: "He profits most who serves best." On the table directly in front of the Toastmaster was a Rotary wheel fifteen inches in diameter, made up in the correct colors also illuminated with colored miniature electric lamps.

Many of the tables were taken entirely by representatives of one company. One group table of twenty was made up of members of the Utica Club.

Considerable amusement was provided by special stunts carried out by members who showed considerable vaudeville ability.

It was the most successful dinner ever held by the Club and has set a standard which it will be hard to beat.

SALT LAKE CITY Rotarians Get Behind Ball Club.

Salt Lake City has for the past three months

(Continued on page 113)



Ford Model

\$8.00 Set of Four

\$4.50 Set of Two

tires—the cause of blow outs. In short they are an excellent investment. Every set is sold with an absolute guarantee of satisfaction or money refunded.

Better get your set today.

COX BRASS MFG. CO.

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This peer of all, the C-C is a time tested and time proven, efficient Shock Absorber, an accessory that has been designed and constructed after years of experience with Shock Absorbers for all types of cars from the 1000 pound roadster to the 5000 pound limousine. It possesses a combination of mechanically correct features that make for effectual shock absorption. Every piece used in the construction of the C-C is the best obtainable for the purpose. All working parts are of special heat treated steel.

The C-C is made in two models, heavy car type, \$10.00 set of two complete for rear. Ford model \$8.00 a set of four. This exceptionally low price is only made possible through enormous production.

As a producer of comfort, a reducer of up-keep expense, it is unsurpassed. When C-C's are attached you can ride over rough roads with as much ease as on a boulevard. C-C's take all the abuse of the ruts and bumps. They eliminate the rattle and the jar that wear and tear the car. They do away with the pounding of the



Heavy Car Type

\$10.00

Set of Two
Complete
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DELIGHTFUL DELICIOUS DAINTIES

One Rotary
Lady Writes:
"Positively the
Best Candy I
Ever Ate.
It's Worth
the Price"



This Will Be
Your Opinion
Too, After You
Have Eaten
a Box of
**La Fama
Chocolates**

La Fama Chocolates are made under the most sanitary conditions and the ingredients used are the best and purest obtainable, consisting of cow's cream, country butter and hand picked Pecans, all dipped in delicious milk chocolate.

We are honest in our belief that better candy cannot be made, and this is the opinion of everybody who eats it. Will you let us send a box of **La Fama Chocolates** to you?

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POUND BOXES AT
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Natural Colors of Garnet, Red, Gray and Green, Which Never Fade

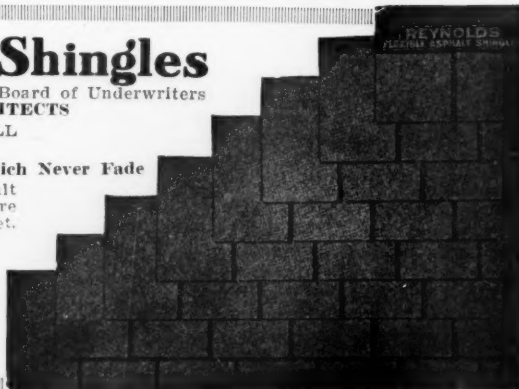
We are the ORIGINAL MAKERS of Flexible Asphalt Shingles and tested our product for ten years before putting it on the market. Let us send you a booklet.

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There is nothing in the brush line that we
don't make. Come and see us or write us if
in the market for one or a million brushes.

GERTS, LUMBARD & CO.
221 W. Randolph St., Chicago.

Quality - ROTARIANS - Service

*(WHAT THE CLUBS ARE DOING)**(Continued from page 110)*

entertained thousands of Exposition travelers. The Rotary Club is ready to take care of all Rotary folks from the east.

Through stock subscriptions taken at a Rotary monthly meeting the \$60,000 fund for a Pacific Coast Baseball League franchise was completed and our President, F. S. Murphy, now carries the same title in the local baseball club. A Rotary parade brought to the grounds a crowd which broke all attendance records for a Pacific Coast League baseball opening.

Thomas A. Watson, the man who made the first telephone, and an associate of Alexander Graham Bell, was guest of honor at our meeting March 2nd.

Our club held a banquet in April at The Newhouse, Salt Lake City's new 500-room hotel. This function will be in compliment to Rotarian Samuel Newhouse, President of the Newhouse Hotel Co.

California's golden wheel, en route from Pueblo to Butte, visited Salt Lake City early in April and attracted much attention while on exhibition in the display windows of Rotarian John F. Boes.

President W. J. Spray of Denver, Ex-President J. E. English of Portland and Secretary Geo. S. Blanchard of Dayton were recent visitors at luncheons.

A "Fathers and Sons" banquet will be held in May. It will be an annual affair.

SAVANNAH Club Prize Contest for City Slogan.

The Savannah Club has ended its prize contest for a slogan for Savannah. It was not limited to the members of the club and the committee in charge received several thousand suggestions. The gold prize was awarded to Albert S. Otto and the city has officially adopted as its slogan "Savannah—the Southern Key to Land and Sea."

John S. Banks, first President of the Savannah Club, who was compelled by ill health to resign, has been elected honorary president. The members of the club have subscribed liberally to a fund to be used in purchasing a handsome present for him as a token of appreciation for the work which he has done to put Rotary on the map in this section.

ST. LOUIS Rotary Club Has Stunt to Oust Formality.

Too many members have been calling each other "Mister," too much formality has prevailed. Recently a gallon tin can, with a string handle was presented to President Tompsett with the suggestion that the first man who called a fellow Rotarian "Mister" during the meeting was to be "canned." It was only a short time until a brother forgot and he wore the can suspended from his neck until an opportunity came to pass it to another. It is a great stunt and rapidly eliminating the "Mister" from our club. Try it in your Club.

At our last meeting we raffled off a bed and a mattress for a fund for sending delegates to the Convention.

Next Thursday afternoon and evening we will hold our "Wholesalers & Retailers' Show" at the Planters Hotel. This is our third show of the kind. They are helpful, instructive and profitable.

President Tompsett and Rotarian H. C. Martin went to Quincy April 6, where Tompsett installed

(Continued on page 114)



SERVICE

is the keynote of Allen supremacy. The famous ALLEN TIRE CASE and ALLEN TYROMETER should be on your car. See your dealer.

The Allen Auto Specialty Co.

Manufacturers

1926 Broadway
New York

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Secretaries of Rotary Clubs!

Write to me for prices and information. These are the buttons that please.

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Savannah, Ga.**



Now—

**All Together (again) Boost
for Business with**

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TOM PHILLIPS
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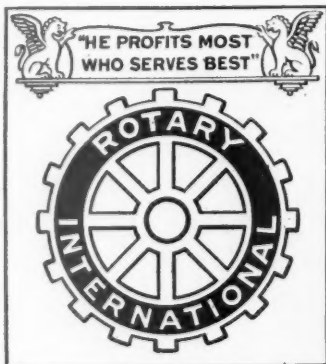
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Mention THE ROTARIAN

(WHAT THE CLUBS ARE DOING)

(Continued from page 113)

a new Rotary Club Tuesday night. "Ozy" Becker, President of Davenport Rotary Club and Rotarian Korn came down from Davenport. William Korn, one of Quincy's hustling business men, was elected President. There were 28 charter members, all live wires. Hotel Quincy will be their Headquarters.

ST. PAUL Endorses State Economy-Efficiency Bill.

Governor W. S. Hammond was the guest of the club at its evening meeting held at Hotel Aberdeen, March 9. His subject was the Efficiency and Economy Bill then pending in the State Legislature. The club not only indorsed the bill but unanimously elected the Governor to honorary membership. Another proposed bill before the Legislature, "to permit electric railway lines entering cities and villages over lines already established," was indorsed.

The plans of the "Convention Special" committee are rapidly taking definite shape. It is the desire of the committee to make this trip to the San Francisco Convention on the St. Paul Special Rotary train so filled with entertainment and novel features that it will surpass any pleasure trip ever taken to the coast. A word to the wise: "If you are going to San Francisco, arrange to be on the St. Paul Special Rotary train."

A special meeting of the club was called for Monday evening, April 5, at which time the "Work, Aim, and Purposes of the Federal Reserve Banks" was thoroughly described by John H. Rieh, the Federal Reserve Agent of the Ninth Regional Bank.

It is with sincere regret that we announce the death of our former President, William B. Webster, a man beloved by all, genial and whole-souled, an enthusiastic worker in every good cause.

STOCKTON Advertises County at the Exposition.

The Stockton Rotary Club centered its efforts during the month of March on making a success of San Joaquin County Day at the San Francisco Exposition. The magnificent display made by our county on March 23 was due in no small measure to the persistent activities of local Rotarians, and the advertising gained was of tremendous value to every section of our wonderful county. We are looking forward to the privilege of showing many Eastern visitors many advantages of the San Joaquin Valley during the next several months.

SUPERIOR Rotary Exposition Pays Park Zoo Debts.

In addition to clearing all expenses, the Rotary Industrial Exposition made enough money to permit the Rotary Club to pay all debts contracted for dredging during the construction of the zoo in Billings Park. A small sum will be left and will be turned over to the Women's Work Shop. The Rotarians are so pleased that they have decided to make the exposition an annual event.

The club is taking an active part in favor of a \$75,000 municipal auditorium.

(Continued on page 116)

Saint Paul Rotary Club Special San Francisco Train

—Rotarians everywhere—join the Special Train Party to the International Convention of Rotary Clubs at San Francisco, July 18th-24th, 1915.

A DeLUXE TOUR

A de luxe tour, with extra advantages in respect to comfort, convenience and entertainment that can be secured in no other way. Under the auspices of the SAINT PAUL ROTARY CLUB, a guarantee that everything will be the best and finest of its kind.

THE TRIP OF A LIFETIME

Two days' stop at Glacier National Park—stops at Spokane, Seattle, Tacoma and Portland, to meet the Rotary Clubs of those cities.

OCEAN VOYAGE—PORTLAND TO FRISCO

The combined attractions of the Rotary Convention, the Panama-Pacific Exposition at San Francisco, the Panama-California Exposition at San Diego, and the Ocean Voyage from Portland to San Francisco, an unusual opportunity for a delightful trip.

DETAILED ITINERARY OF THE TRIP

Day	Time	Stop
July 10	Leave St. Paul	10:30 p. m.
July 11	Enroute across North Dakota.	
July 12	Arrive GLACIER NATIONAL PARK. 8:00 a. m.	
July 12	Making two-day trip in Glacier National Park to Many-Glacier Hotel and Going-to-the-Sun	
July 13	Chalets via automobile and launch.	
July 14	Leave Glacier National Park.....	2:00 a. m.
July 14	Arrive Spokane	1:45 p. m. }
July 14	Leave Spokane	11:45 p. m. }
July 15	Arrive Seattle	1:00 p. m. }
July 15	Leave Seattle	11:45 p. m. }
July 16	Arrive Tacoma	2:45 a. m. }
July 16	Leave Tacoma	10:00 a. m. }
July 16	Arrive Portland	3:00 p. m. }
July 17	Leave Portland	9:00 a. m. }
July 17	Arrive Astoria (Flavel Docks).....	12:30 p. m. }
July 17	Leave Astoria	1:30 p. m. }
July 18	Arrive San Francisco	3:30 p. m. S. S. GREAT NORTHERN.....

For Full Information and Folders Address

J. J. Elliott, Chairman, care Rotary Club, St. Paul

Coming or Going—Stop at Saint Paul

How About Personal Efficiency?

Are you getting as much health, wealth and happiness out of each day as your efforts and latent abilities warrant?

Most of Us Are Not

more than 10 per cent efficient. It is safe to say *all could* at least double their efficiency—if they really determined to.

Sheldon Increases Profits

for men in all walks of life. In twelve years over 70,000 have studied his system and more than 2,500 firms have used the Sheldon Course to increase the efficiency of their executives and employees.

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to all true Rotarians who believe that "He profits most who serves best." Just a simple request brings it. Write now—while you think of it—to

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The Way to California's Expositions

LOS ANGELES LIMITED

Via Northwestern and Union Pacific

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THROUGH SALT LAKE CITY

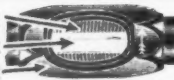
Through Solid Trains, Chicago to Los Angeles in Less Than Three Days.

Ask any Ticket Agent for Information.

Rotarian T. C. PECK, Gen'l Passr. Agent.

*Advertise in
The Rotarian*

INK SACK
PRESSURE BAR
NON ROLL SLEEVE



The "Works"
of our
Fountain Pen

See our ad in December issue of The Rotarian or ask Tom Phillips.

A Money Back Proposition.

THE COIT READYFILL PEN CO.

58 W. Randolph St. Chicago

(WHAT THE CLUBS ARE DOING)

(Continued from page 114)

SYRACUSE Invaded by an Army of Four Hundred Rotarians.

Rotarians from Ithaca, Utica, Watertown, Rochester, Buffalo, Albany, New York and Cincinnati invaded Syracuse March 26th and joined the Syracuse Rotarians in a wonderfully inspiring meeting.

International President Mulholland was the guest of honor, it being his first visit to this city. He made a great speech on "The Spirit of Rotary." International Vice-President Berlet of Philadelphia, International Director William Gettinger of New York and President F. L. Galbraith of the Cincinnati Club were also guests and made stirring speeches.

The meeting was held in the evening at the Onondaga Hotel following an automobile ride through the grounds of the university and adjacent sections.

Sam Cook, President of our Club, presided, using a gavel which looked like a brick fastened to an ax handle, but it was very effective. Altogether, it was some spirit-raising meeting and all of the visitors and all of the Syracuse Rotarians are convinced that the invasion and capture of the city was a great success.

TACOMA Offers to Supply Flowers for Park Booth.

The Rotary Club has petitioned the Metropolitan Park Board for a flower booth at Point Defiance Park. The Club offers to supply the flowers and the attendant if the park board will furnish the site and a booth. The object is to give roses, dahlias and other flowers to tourists.

President Basset has appointed a Fuss Committee to see that the club is well supplied with songs, yells, etc., and that every member knows them.

TAMPA Club Dedicates New Telephone System.

Tampa Rotarians took a very active part in celebrating the opening of the Peninsula Telephone Company's new automatic system at a banquet. Rotarian John Turner, President of the Rotary Club, presided during the first part of the program. He called to the speakers to answer long distance calls and through a megaphone a Rotarian concealed in the organ loft gave out the assignments. A number of bogus calls were received for certain persons from President Woodrow Wilson, the Kaiser, Frank L. Mulholland and others. The affair was pronounced one of the best banquets the participants had ever attended.

TERRE HAUTE Entertains Distinguished Guests.

Terre Haute has had some very lively and entertaining meetings in the last few weeks.

Among the guests and entertainers we have had F. A. Howard Miller, ventriloquist, Frederick Dean, author and traveler, on his way to San Francisco to represent the Puerto Rico Government; Don Alphonso Zelaya, pianist and the son of General Jose Santos Zelaya, former president of Nicaragua, who gave a most interesting talk on trade relations between the United States and South and

(Continued on page 118)



Official Typewriter
Panama-Pacific
International Exposition



REMINGTON

Pre-eminent since the original writing machine, a Remington Typewriter, was shown at the Philadelphia Centennial Exposition



In the Field **FIRST**
1876

FIRST in the Field
1915

A RECORD BASED ON

QUALITY—The Remington is the Recognized Leader Among Typewriters.

PROGRESSIVENESS—Every Recent Typewriter Improvement is a Remington Improvement.

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There Is a Remington That Exactly Fits YOUR Needs

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Rotarianism in —Motor Goggles—

As truly as "Rotary" stands for everything in service and good fellowship among men, so Zylbex stands for the highest—the utmost in motor goggles. If you want that distinctiveness and class of a goggle worn by the most discriminating, that perfect protection and comfort so essential, then you want the new

ZYLBEX Self Adjusting Goggle

Individuality and character fairly radiate from its beautifully designed Zylonite frames. Its unique soft silk bridge automatically adjusts the Zylbex to any face. Comfort, fit and the elimination of dust flues between nose and lenses make "Zylbex" goggle wearing a delight today. In handsome leather case at \$2.00. At your Motor Supply, Hardware, Drug, Optical or Sporting Goods Dealer, or through us.

Order or write for descriptive folder.

T. A. Willson & Co., Inc.

READING, PA.

"Since 1870"

Chicago, Mallery Bldg. Toronto, 23 Scott St.
San Francisco, Head Bldg.

Reading Rotarians.



(WHAT THE CLUBS ARE DOING)

(Continued from page 116)

Central America; and Wm. H. Crane, Thos. W. Ross and Macklyn Arbuckle, the three stars now playing in the New Henrietta, at an extra meeting. Our regular meetings last just one hour, and no matter who is on the floor our meeting stops promptly on the minute at 1:15.

Secretary Weinstein who helped to organize a Rotary Club at Vincennes has read some very enthusiastic letters from Vincennes, showing that this Club is progressing rapidly and along the right lines.

TOPEKA Wins Fight for Municipal Prison Farms.

The Topeka Club has won the first round in the fight it started to obtain for the Kansas counties and cities the right to provide municipal farms for the criminal and unfortunate of the state. The legislature passed the bill as asked for by the club. The club members did all of the lobbying for the measure. The evening of April 1 the members of the Club gave a party for their wives and for the members of the legislature from Shawnee county in honor of the victory. Now the club is going to put its shoulder to the wheel and get one of the farms established as quickly as the legal machinery can be handled to do it.

We are making elaborate preparations for a division in the pageant celebrating the fiftieth anniversary of Washburn College. The club is helping raise a quarter million dollar endowment fund for the school and will present the pioneer days in Kansas in tableau form. The club is also backing a movement for a big choral festival in Topeka early in the summer.

TRENTON Club Closes Lists for the Present.

After an animated debate March 18 of the question, "Is it better to push for a large membership or to be content with a growth which will permit perfect assimilation as new recruits are received in Rotary?" the decision was in the affirmative. The Trenton Club has grown to nearly one hundred members in its brief history and it was agreed that the doors had better be closed until those inside got thoroughly acquainted. The roll was closed until September 1st.

We are planning a campaign for municipal improvements, especially better lighting of the business streets. One line of effort will be to educate school children to know their city and to organize a booster club among them. Mayor Donnelly, the best booster in Trenton, attends all our meetings.

Should after-luncheon speeches by Rotary members be read or spoken without manuscript? What do Rotarians elsewhere think about it?

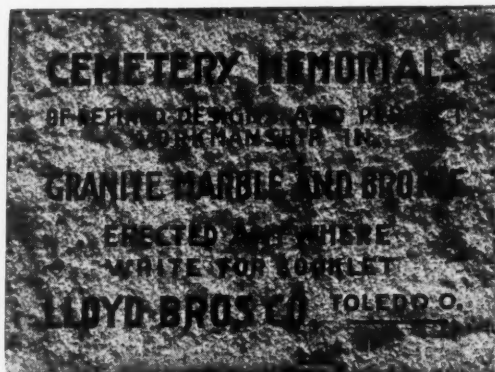
VANCOUVER Club Extending Sphere of Civic Influence.

Slowly but surely Vancouver Rotary is gaining its province in the sphere of civic influence, and each week some new sign of recognition is tendered our club. We have a permanent representative on the civic committee handling tourist traffic and throughout the entire membership there is a steady growth of civic pride.

(Continued on page 121)

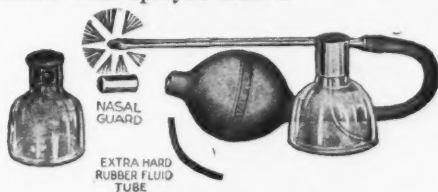


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YOU WILL DO BETTER IN



Refreshing

to the Nose and Throat is the proper solution when sprayed from a



DeVilbiss Atomizer

It also relieves irritation, removes dust and infectious particles.

The DeVilbiss Mfg. Co., Toledo, O.



CHAMPION Spark Plugs Give Service

"Champion O" for 1914 Overlands, \$1.00, all dealers.

"Champion Long" for 1910-11-12 and '13 Overlands, \$1.00, all dealers.

"Champion X" for Fords, 75c. 75% of American cars, including Ford, Overland, Studebaker, Maxwell, and Metz, are factory-equipped with Champions. Like Rotarians, Champions are the "best on earth."

**The Champion
Spark Plug Company
Toledo, Ohio.**

Are Your Form Letters Pulling

Let Stalker Look Them Over,
and Add a Little Selling Punch

The Stalker Adv. Co., Toledo, O.



5c

at all

Fountains

Pure

Sparkling

Healthful

Served From This Dispenser at all First-Class Fountains

When you see the Dispenser
you're in front of a fine drink

**BEST FOR YOUR STOMACH
BEST FOR YOUR NERVES
BEST FOR YOUR CHILDREN**

If your fountain man hasn't it, express surprise

Here's a simple receipt for a mighty fine fruit punch!

One gallon Cherryallen syrup, one gallon simple syrup, juice of six oranges and a dozen lemons (or more according to taste) and eight gallons water, then ice.

**The Allen
Red Tame Cherry Company
Toledo, Ohio**

C. M. COON, Western Sales Agt., Room C, American
Bank Building, Kansas City

Growth

	Capital & Surplus	Deposits	Total Assets
Jan. 1, 1908	\$1,054,000	\$ 2,424,000	\$ 3,498,000
Jan. 1, 1912	1,134,000	5,150,000	6,308,000
Jan. 1, 1915	2,390,000	16,213,000	18,681,000
Mar. 19, 1915	2,394,000	18,710,000	21,293,000

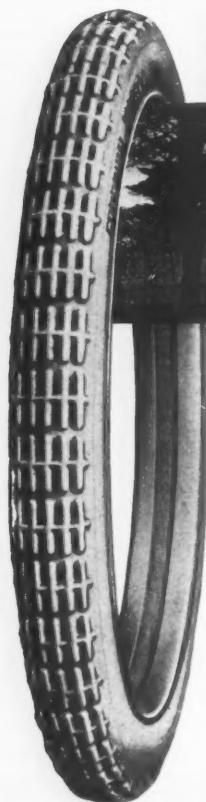


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ON GOODRICH TIRES

The B. F. Goodrich Company

Factories, Akron, Ohio

Rotarian, Pneumatic Tire Division—C. B. Raymond, Sec'y

(WHAT THE CLUBS ARE DOING)

(Continued from page 118)

One of the most interesting meetings yet held was a recent luncheon at which the main address was given by the Vancouver Industrial Commissioner on Industrial Opportunities.

Friendship and acquaintance have not been overlooked and over 130 guests attended the last evening meeting. A point of great interest was the introduction feature. Each member introduced his wife or explained the reasons she did not attend the meeting. The bachelors are still making excuses.

VICTORIA Makes Convention Plans Order of the Day.

The North-West Convention left an excellent impression of our Rotarian visitors and the Rotary movement in general on the minds of our fellow citizens.

Plans for the big event at San Francisco in July are now the order of the day. We hope to be well represented and a committee is busy with a scheme for providing ways and means to that end.

The Dominion Government Observatory registered 159.24 hours bright sunshine during March.

WASHINGTON Has Mulholland as Guest at Quarterly Meeting.

International President Frank L. Mulholland and a number of presidents of clubs in the east, constituted the big attraction at the quarterly meeting and dinner, April 23, at the Shoreham Hotel. There were things said and done that made things hum. It is too long a story to be told in the space allotted to this correspondence, but all who know and have heard Frank can readily believe that the meeting was one of the most enjoyable and successful in the history of the local organization.

The evening of April 14 the entire membership was received by Rotarian W. S. Corby at his magnificent home at Chevy Chase. April 14 is recorded as a red letter date in the history of Washington Rotary.

Good things also are ahead. Treasurer Thad Dulin is to have the boys out to his beautiful country estate at Bluemont, in the mountains fifty miles from Washington, in June. This is becoming an annual custom. An auto run to the farm of another Rotarian, directly on the Potomac River about sixty miles from here, is also contemplated. With the inter-city Rotary meeting at Fortress Monroe looming up, the wheel sure is whirring hereabouts.

WATERTOWN, 35 Strong, Marches Against Syracuse.

Charlie Townsend says: "I wouldn't have missed going to Syracuse for twice what it cost and three times what I lost coming home on the special train."

Be it known that Charlie is talking about the big meeting of the Syracuse Rotary Club on March 26 when it entertained large delegations from the Rotary Clubs of Watertown and Ithaca, the occasion being the visit to Syracuse of International President Mulholland.

And what Charlie says about the trip is all true

(Continued on page 123)

Salto Nuts

\$1.25 Pound

I have made a specialty of Nuts for many years. When properly prepared they are known to scientists as the healthiest food, being muscle and vigor builders and from actual experiments at the agriculture department in Washington as the best food for obesity. In preparing **Salto Nuts** I use only the finest kernels from the forests of the world. They are scientifically prepared and are most delicious. Send one dollar and twenty-five cents for a pound—check, post order or stamps, for you will be a constant customer.

Supreme Chocolates \$1 pound



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Member N. Y. Rotary Club

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(Rotary)

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NEW YORK

The Pioneer Pure Food Hotel

Dancing in the Palm Garden

Daily (except Sunday) 4 to 8:30 p. m. and 10 to 1.

In the Radial Center of All
Traffic Lines—Herald Square

Send for Booklet G and Map of City.

Ask for

FRANK H. WIGGINS, Assistant Manager,
Rotarian

Oriental Rugs

We send RUGS on approval to Rotarians anywhere in the U. S.

Special \$17.50

Suitable for Gifts. Beloochistans and Mosu Rugs, sizes about 3 x 5

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CHESTNUT AND THIRTEENTH STS.
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The newest and most complete hotel. 400 Sleeping Rooms.

Restaurant, Roof Garden and Grill maintained to the highest degree of efficiency and attractiveness.

Convention Hall, Ball Room and Banquet Rooms specially adapted for large and important business assemblages and social functions.

RATES

Sleeping Room, with Bath, one occupant, \$2.50 to \$5 per day.

Sleeping Room, with Bath, two occupants, \$4 to \$8 per day.

Suite, \$10 to \$15 per day.

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50 ACRES—58 BUILDINGS—
3,600 EMPLOYEES.

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Henry Disston & Sons, Inc.

Keystone Saw, Tool, Steel & File Works
PHILADELPHIA, U. S. A.

MOORE PUSH-PINS



Moore Push-less Hangers
Simplify Picture-Hanging



When you want to beautify your home with wall decorations be sure to ask your Rotarian Stationery, Glass Hardware or Photo Supply dealer for Moore Push Products. 10 cents.

MOORE PUSH-PIN CO., Philadelphia, Pa.

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Solicits orders for 100% Royal Quality Electrotypes from Half-tone originals, either for one color or process color printing.

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Shoe Headquarters for Rotarians in Philadelphia

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(Pronounced Gyting)

1230 Market Street and 19 South 11th Street

CRANE'S

ICE CREAM

SPEAKS FOR ITSELF

PHILADELPHIA

*(WHAT THE CLUBS ARE DOING)**(Continued from page 121)*

and four to carry. Every one of the 35 Watertown Rotary men agree with him and are overcome with sorrow for the members of their club who stayed at home. They say a fellow can stay at home any old day, but only once in a long, long time can a man hear Mulholland.

Seriously, the Watertown folks who went to Syracuse and heard Mulholland are better men—and that means better Rotarians—than they ever were before. It was a rare treat, to say nothing of the joy of being received on the south side of Syracuse hospitality.

WORCESTER HAS Pure Food and Inter City Meetings.

Talk of absorbing interest by Prof. Henry R. Power of the Worcester Tech. on "Pure Foods." An absolutely impartial list of over 2,000 reliable products was distributed as prepared after analysis under direction of Worcester Woman's Club.

Very successful Ladies' Night.

Inter-city meet with 25 or 30 Boston Rotarians as guests. Dinner at the Bancroft with illustrated talk on "Making Pictures for Promoting Business" followed by a return bowling match.

ZANESVILLE Plans Big Joint Meeting with Business Men.

The entire membership is greatly interested in the big things that the Zanesville Club is doing and planning to do. We expect to have a big get-together meeting of all the business men of the city in a short time, when we expect to show the outsiders just what the Rotary Club is.

A "Made in Muskingum County" Rotary exhibit is also planned to last a week and be absolutely free to the public. There will be music, etc., and it is expected to be the biggest thing of its kind ever held in Zanesville.

We certainly will be represented at the Convention in San Francisco.

ATLANTA'S Later Reports on Clean-Up Campaign.

Later reports from the Atlanta Rotary Club's city clean-up campaign, referred to in "What the Clubs are Doing," are very glowing. In the effort to have the city cleaned up for Grand Opera week the work was divided into divisions, the Rotary Club taking charge of the effort to get rid of the bargain sale signs and have the streets put in proper condition. Rotarian L. D. Hicks was made chairman of the general clean-up committee appointed by the Chamber of Commerce. Some of the largest bargain sale signs have been removed; a number of the business streets have been thoroughly cleaned up, and the work of cleaning and painting up the city is spreading generally. Among the school children there were distributed 65,000 clean-up pledges. The results of the campaign have been highly satisfactory.

BLOOMINGTON Shows New Mayor What Rotary Means.

The mayor-elect and the four newly chosen commissioners were guests of the Bloomington Club at the regular weekly luncheon. After a number of impromptu talks by the guests and members, President Charles F. Agle, upon request, read extracts

*(Continued on page 124)***HOTEL MAJESTIC
NEW YORK**

I WOULD like to entertain you in true Rotary fashion when you visit New York. The Hotel overlooks Central Park. Concerts, dancing and social activities are daily occurrences. The rooms and suites are large—the cost moderate. Rooms \$2.00 and up. Write me and I will send you a booklet.

*Rotarian***COPELAND TOWNSEND***Managing Director*

Central Park West at 72nd Street

**The Newhouse Hotel
SALT LAKE CITY, UTAH**

Opened to the Public March 27th, 1915.

FIREPROOF

400 rooms, every room with a bath, and an outside room

Absolutely first-class

F. W. PAGET, Mgr.



Vote Early— and as often as you like!

Use this ticket if you will—the 'leven little leathersmiths will be veriglad to have you do this—if any of these things are of interest to you—mark an X wherever it'll do the most good—thank you!

BUSINESS GIFTS

For Sales Conventions ☐

For Trade Gatherings ☐

For Christmas Remembrances ☐

For Rotary events, including Ladies Night ☐

PREMIUMS OR BONUSES

For Salesmen ☐

For Dealers ☐

For Retail Customers ☐

Suitable for Men ☐ For Women ☐

Date to submit Samples _____

Approximate No. of Pieces Needed _____

Approximate Price Per Each
(Please do not overlook this) _____

Signs ☐ Catalog Covers ☐

Anything else you may have on your mind _____

Sign here and then mail your vote to the 'leven _____

(They're still counting the votes for Rotarian Wm. Hale Thompson, Mayor of Chicago)

Yours right cheerily,

Chas. Happy Gallaman

for THE LEATHERSMITH SHOP
1033 Race Street, Philadelphia, U. S.

Vote also to go to San Francisco—
meantom will be there.



(WHAT THE CLUBS ARE DOING) (Continued from page 123)

from several papers to show the aims and motives of Rotary. It was an enthusiastic and interesting meeting.

TORONTO Attendance Contest Develops 28 Stars.

The Attendance Contest of the Toronto Rotary Club closed with a grand celebration. The league was composed of fourteen teams, every one of which had to do a "stunt" at the last meeting. There were some wonderfully weird and interesting stunts pulled off. Twenty-eight men were awarded Rotary buttons for a perfect attendance without one single miss during the entire contest of twenty weeks. The "Toujour-la" team won first prize and were all awarded Rotary buttons also.

TULSA'S Municipal Festival Managed by Her Rotarians.

The activity of the members of the Rotary Club of Tulsa, Okla., in civic affairs is evidenced in the management of the successful Municipal Festival held here April 29 and 30, at which time the Municipal Pipe Organ in Convention Hall was dedicated and the base was laid for the Washington Irving Monument which marks the trail of the great historian in his tour of the prairies in 1832.

President Paul M. Gallaway of the Rotary Club, acting as chairman of the entertainment committee of the Tulsa Commercial Club, and Secretary J. Burr Gibbons, officiating as chairman of the convention and publicity committee of the club and secretary of the Festival had executive charge of the affair.

The Washington Irving monument at Tulsa is the first concrete step toward the marking of the Irving trail across the continent by the Daughters of the American Revolution. The Tulsa municipal pipe organ is one of few strictly public pipe organs in the United States.

ROTARIAN Memorial Meeting for Editor Nelson.

The memory of a big man was honored in a unique manner by the Kansas City Rotary Club when the regular weekly luncheon was made a memorial meeting for William R. Nelson, publisher of the Kansas City Star. The Commercial Club and other civic organizations were invited to participate. Addresses were delivered by John H. Atwood, William Allen White, Victor Murdock, Henry Allen and Dante Barton of The Star. At the annual "ladies' night" dinner held before the memorial meeting, the Rev. E. Comble, in rising to speak the invocation, called upon the Rotarians and their dinner guests for a few moments of perfect silence "in honor of our distinguished fellow townsman, William R. Nelson, who has passed away." The unbroken silence that followed was an impressive tribute of esteem.

ROTARY Scores Success in Y. M. C. A. Work.

The Birmingham Rotary Club had a division in the Y. M. C. A. membership campaign contest, International Vice-President Shelby being its chairman. Shelby's division secured 530 new members for the association, leading the next highest division by 100. There were 1,680 new members secured, bringing the total Birmingham membership up to 2,800 and making it the largest Y. M. C. A. in any southern city.

(TEAR OFF HERE)



"It's a Long, Long Way to Tipperary"
But Only a Short Run to
CINCINNATI
"Central Convention City"

And what a charming old town it is, to be sure! As picturesque as if imported from some quaint corner of the Old World,—cosmopolitan in the extreme. The summits of her hills look out over fertile fields watered by many rivers, and at their feet the great heart of the Metropolis of the Middle West throbs with the pulsations of three thousand factories.

Cincinnati has a personality of her own,—a subtle something that grips you and holds you, a willing captive to her charms. Hers is the buoyancy and the self confidence of youthful energy coupled with the stability of a century and a quarter of steady growth in wealth and influence. She wields a mighty sceptre and 600,000 are proud to call themselves her citizens.

A city worthy to entertain the International Convention of Rotarians in 1916 as she has entertained hundreds of other great conventions during the past few years. A city to which *your* visit will be justified on purely business grounds,—with a rip-roaring good time thrown in, "to boot."

CINCINNATI ROTARY CLUB
Cincinnati Chamber of Commerce



"On to San Francisco" and International Convention



Get aboard Eastern Division's "ROTARY SPECIAL"—a Train-de-Luxe, Synonymous with Rotary Standards. (Business direction of MARSTERS TOURS, members N. Y. & Boston Rotary Clubs.)

From New York, Boston, Philadelphia, and all Eastern Cities, July 8th

A WONDERFUL TOUR ACROSS AMERICA

Superb Leadership, Surrounded by the Spirit of Rotary. All Expenses Included for 28 days (except meals in Los Angeles and San Francisco).

FEATURES YOU DO NOT WANT TO MISS

The Colorado Rockies, Great Salt Lake, Riverside, Cal., Los Angeles, San Diego, Coast Resorts, San Francisco, Portland, Tacoma, Seattle, Victoria, Vancouver, Canadian Rockies, Winnipeg, Etc.

TWO BIG REASONS WHY

You and all Rotarians should travel on "ROTARY SPECIAL."

- (1) We attend BOTH EXPOSITIONS, and
- (2) You get the wonderful fellowship of ROTARY ALL THE WAY.

Book Early—Membership Limited

Send for Illustrated Itinerary "E" and full details.

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FAIRNESS The Home of Simplicity, Refine- GOOD
COURTESY ment and Comfort for the Traveler SERVICE

FRED MANSFIELD, Prop., Rotarian
WM. H. WADE, Manager

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RATES:

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Modern Restaurant

Rotary Hotel

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Warehousing, Transferring & Forwarding

WARRANT WAREHOUSE COMPANY,
Birmingham, Ala.

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President, Birmingham or Mobile.

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Donofrio's CRYSTALLIZED CACTUS Candy

Made from the wild Cactus Plant of the Arizona Desert

DONOFRIO CONFECTIONERY CO.

ROTARIANS PHOENIX, ARIZONA
Send us One Dollar and a box of this delicious confection will
be sent to you, postage prepaid. Safe arrival guaranteed

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See the great Panama Expositions in California this year; the wonderful Southwest; the Colorado Rockies, with their many scenic attractions; see the old missions of the early padres; see the new world full of promise and fulfillment—the Golden West. You see all on

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Go one way, return another—no extra cost.

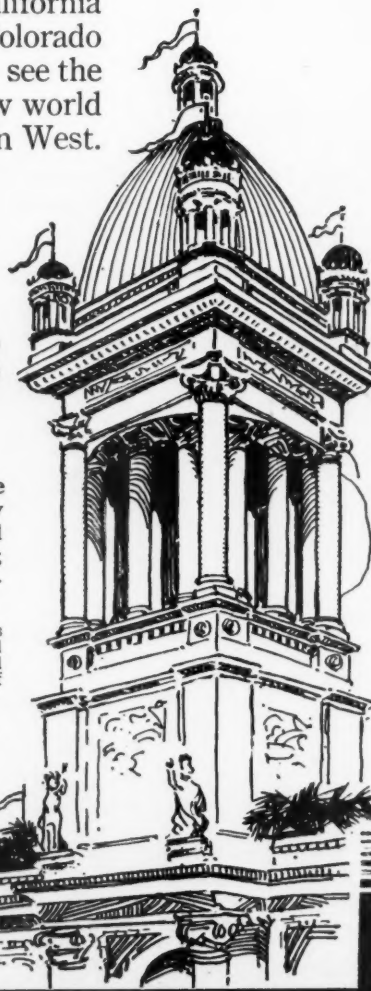
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Both Expositions included in one ticket at no extra cost
San Francisco—San Diego



CALIFORNIA

Admitted to the Union Sept. 9, 1850

Length, 800 Miles	The Second State
Width, 220 Miles	in point of size in
Area, 158,360 Sq. Miles	The United States.

Capital Sacramento

Principal Cities

(See Rotary Map on inside front Cover)

Population (approximate)	3,500,000
Miles of Railroad (June 30, 1913)	17,413
Autos Licensed in State	125,000

Average Annual Production of Principal Products:

Cereals	\$ 45,000,000
Citrus Fruits	\$ 30,000,000
Deciduous Fruits (cars)	13,500
Gold	\$ 20,500,000
Lumber cut in the State (feet)	1,198,600,000
Oil	\$100,000,000
Minerals (other than gold and oil)	\$27,000,000

The state contains the highest mountain, the lowest depression and the only active volcano in the United States. Climatically, you can select whatever you wish from almost constant rain to constant drought, and from tropic heat to perpetual snow.



The Wonder City of the Ages

extends to you

A Most Hearty Welcome

SAN FRANCISCO, the metropolis of the Pacific Coast, the Golden City whose Spirit is undaunted by and Superior to all obstacles to progress, invites every Rotarian and every Rotarian's friends to be her guests to see the

Greatest of All Expositions

and to attend the

Great 1915 Rotary Convention

THE SOLID FOUNDATIONS of San Francisco are the wonderful agricultural and mineral resources of the great State of California, a world-wide commerce, and many thriving and rapidly growing manufacturing industries. Come and see the fertile valleys of the Sacramento and the San Joaquin, extending some 600 miles in length, as well as the Napa, Sonoma and Santa Clara Valleys all of which drain into San Francisco Bay. The products of these valleys are shipped to all parts of the world, from San Francisco. Here the raw materials are manufactured into the finished products. These goods are all handled by San Francisco brokers, commission houses and warehouses. Our banks finance most of the big enterprises. San Francisco bears the same relation to the Pacific Coast that New York does to the nation.

THE PINNACLE OF SUCCESS has been achieved by San Francisco through the coöperation of soil and climate, an indomitable spirit, and national and international trade routes.

FOR YOU there is pleasure here, and education and inspiration, and a thousand reasons why you will want to remain and be one of us, and ten thousand reasons why you will want to return and visit us again.

The Rotary Club of San Francisco

(See page 91)